

CONCORD INDUSTRIES, INC.

Newsletter
2012

JULY

We're more than just carton sealing tapes!



**Benjamin
Franklin
was one
of my
favorite
of the**

founding fathers.

**He had quite a
sense of humor.**

**So in honor of this
Independence Day,
Ben's quote for the
Month:**

"Beer is proof that God
loves us and wants us
to be happy."

We wish you all the
fun and safety as we
celebrate our Nation's
236th birthday.

Tape Terms..don't
worry, normally we
only going to cover
one per issue, but this
week, we have two!

Hot melt - the process
of making tape by
heating adhesive
to molten form and
applying it to a
backing. When it
cools, it forms a
conventional pressure
sensitive adhesive.

Adding to our line of carton sealing tapes.

As (we hope) you already know, we carry a very complete line of acrylic carton sealing tapes encompassing thicknesses from 1.6 mil to 3.6 mil, in both aqueous (water based) and solvent based acrylic adhesives, and with colors and stock prints in a standard 2mil thickness. Under most conditions, this assortment of acrylic carton sealing tapes will accomplish everything your customers need. Acrylics offer value and versatility, being able to handle extremely wide temperature ranges, have excellent clarity and long life.

However, some of your customers may be using hot melt products for various reasons. We have been able to supply 1.6 mil and 1.9 mil hot melts to successfully replace the following products from 3M, Shurtape, and IPG:

3M369 and 3M371
Shurtape HP100 and HP200
IPG 6100 and IPG 7100

This month, we are adding two heavy duty hot melt tapes to our line. We will now carry 2.5 mil and 3.0 mil hot melts to round out our offering. Be on the lookout for any of your customers who are using these products:

3M373 and 3M375
Shurtape HP400 and HP500
IPG 9100 and IPG 1100

These heavier mil thicknesses are high profit margin

Synthetic Rubber - a common type of adhesive used to make the "hot melt" tape.

The industry has made a habit of using the name of process, "hot melt," to classify the type of tape. It can be a little misleading, but in the end as long as you know what your customer wants, that's all that really matters.

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Join Our Mailing List!

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items. We are offering very competitive pricing which will allow you to compete against the major manufacturers, win the business, and still keep very favorable margins. We convert finished rolls from jumbos so we will be able to provide all widths and lengths.

Contact us for pricing and samples. We are confident our new products will perform brilliantly for your customers.

Sincerely,
Alan Graham
Concord Industries

This Month's Special
1.6mil 72mm x 100M Hot Melt

\$1.11/roll (\$26.64/cs)

24rolls/case, 90cases/pallet

*Pricing based on full pallet, will call from Concord warehouses.

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