

Product**ULTRA REMOVABLE ADHESIVE****Acrylic Pressure Sensitive Adhesives**

One of the most widely used Pressure Sensitive Adhesives (PSA) are acrylic polymers.

They have a dominant position in the market due to their saturated nature which results in resistance to oxidation.

Polyacrylate films are opaque and do not turn yellow when exposed to sunlight.

Difference between emulsion and suspension PSAs

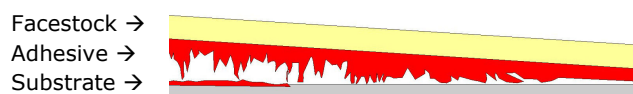
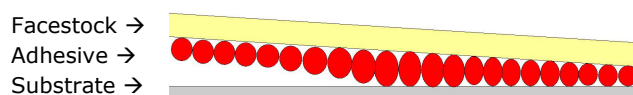
The main difference in the performance of microsphere suspension-based and emulsion-based PSA originates in the different particle size distribution of material produced by the respective synthesis process.

The PSD drastically effects the characteristics of the film formed by the PSA after being applied.

In emulsion systems, the fine adhesive particles, when dried, coalesce to form a continuous film. This smooth adhesive film, in prolonged contact with a surface, will increase contact surface and peel strength with time.

In the case of the microsphere adhesive, the adhesion is a result of the physical structure.

The formed film is discontinuous and spheres are in contact with surface only at their tops, which causes lower peel strength, but also improves their removability.

Adhesion process**Fig. 1.** Conventional Adhesive**Fig. 2.** Microsphere Adhesive**Microsphere Pressure Sensitive Adhesives**

They consist of spherical polymer particles in the 3 µm to 30 µm range.

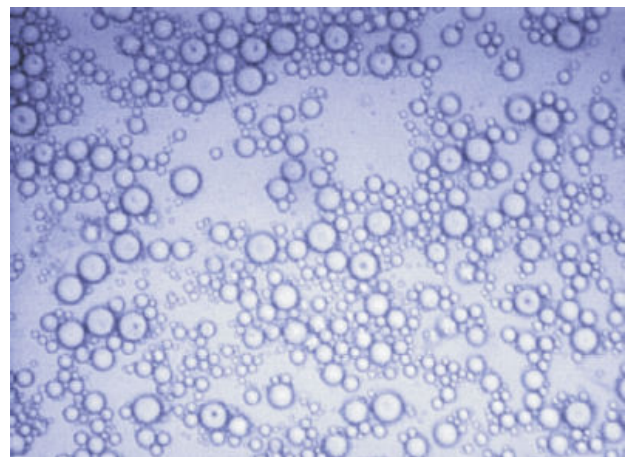
This type of adhesive is best described as a niche speciality and is used in a variety of products.

They are more durable than emulsion adhesives.

Peel adhesion is retained after being repositioned.

They possess lower peel values compared to emulsion adhesives.

They are removed cleanly from a wide variety of substrates.

**Fig. 3.** Microsphere Suspension**Technical information**

Various face and backing materials.

Peel adhesion (24 h, glass): 2,0 N/25 mm.

Peel adhesion (24 h, LDPE): 1,5 N/25 mm.

Minimum application temperature: -5 °C.

Service temperature: -20 °C to +50 °C.

Applications

Carton Labels
Return Labels
Restocking Labels
Shelf Labels
Telephone Labels
Inventory Control
Merchandise Labels
Product Assembly
Reply Card Labels
Courier Labels
Direct Mail