



NAMEPLATES WITH STAYING POWER

Selecting Optimal Adhesive for your Product Identification Needs



PROTECT YOUR REPUTATION

It happens a lot; you buy a product and within months or even days, the nameplate or label falls off. It may not seem like a big deal, but most of us begin to question the quality of the brand and the rest of the product.

Your brand is your reputation. Nameplates and badges reinforce your brand value while ID plates and safety labels communicate important information for the proper use and operation of equipment – but *only* if they stay in place as intended. Let us help make sure your brand holds up in real-world conditions!



HOW TO CHOOSE AN ADHESIVE

Choosing the right adhesive for your product identification can be tricky. What type of surface is it sticking to? What environment will the nameplate be used in? These are important questions to ask when labeling your equipment and products with your brand.

Our team is ready to work with you directly and help eliminate confusion and ensure a bond that will last for a nameplate with staying power.



Materials

The surface of your nameplate and the product it will be applied to are two of the most important factors in determining an adhesive. This includes the material used, size, flexibility, surface energy, and any treatments that have been applied to either surface.

Surface Condition

Material

Metal, plastic, or other

Texture

Smooth, rough, or irregular

Size & Weight

Typically stronger adhesives needed for heavier parts

Cleanliness

Dry and clean surfaces are essential

Surface Energy

Strength of attraction between materials – high/low

Environment and Use

Materials aren't the only component of a nameplate's application that you need to consider. The type of product the nameplate is being applied to and how and where it is used are also important.

Considerations

How used

Where used

Harsh environment

Exposure to elements

Mobile or stationary

Indoor or outdoor

Chemicals

Extreme temperatures, UV light, and humidity

PRESSURE SENSITIVE ADHESIVE

Pressure sensitive adhesive is supplied with a liner that is peeled off before placing the part onto the product. These adhesives can be applied overall or selectively on metal or plastic substrates.

Pressure sensitive adhesive is available in a variety of thicknesses and is suitable for most types of surfaces. **Let us help choose the one that is right for you.**

Tear tabs can be used to aid in the removal of liner during assembly. The liner can also be slit to simplify the assembly process.



PRESSURE SENSITIVE ADHESIVE - FOAM

Foam adhesive fills gaps allowing irregular surfaces to be joined. It is a high tack adhesive that bonds to most surfaces including powder coating.

Thicker foam adhesive can be used to create a 3D effect and fill the space on the back side of a metal badge that has a formed edge or skirt.

Applications exposed to vibration can benefit from the insulation of foam adhesive.

We're ready to answer any questions you may have or even send out a few samples for you to check out!



HEAT ACTIVATED ADHESIVE

Heat activated adhesive is a thermo-bond option with high bond strength and long-term durability. It uses heat and pressure to bond a nameplate to the surface of the product.

Heat activated adhesive is often used for higher volume applications assembled to molded components. It works with mating surfaces that have complex geometry and requires a heat source to achieve the bond.

Don't stress over which adhesive best fits your needs.
We're just a phone call or click away and ready to help!



STAYING POWER FOR LIFE OF PRODUCT



We can help you make sure your nameplate, your brand message, is in place for the life of your product.

Adhesives provide secure attachment for product identification from decorative nameplates and labels to industrial ID plates and overlays.

At McLoone, we offer custom and innovative solutions to fit your unique needs. We work closely with adhesive manufacturers to provide you the best solution.

We look forward to working with you!

[GET A QUOTE](#)

RELATED RESOURCES

Check out these articles and eBooks for even more helpful information about creating nameplates, labels, and trim with impact and brand awareness.

Articles

[Adhesive Solution for Rough Surfaces](#)

[Adhesive Considerations for Outdoor Exposure](#)

[Area-Selective Adhesive for Control Panels and Overlays](#)

eBooks

[Effective Design for Equipment Tags](#)

[Metal Panel Overlay and Trim Design Guide](#)

[5 Building Blocks for Metal Nameplate Design](#)



ABOUT MCLOONE

At McLoone, we combine creativity and expertise to custom manufacture graphic solutions that help you professionally brand your product. Whether building to print, creating rapid prototypes or collaborating on a custom solution, we're known for meeting deadlines and exceeding expectations.

Quality is integrated into every area at McLoone, from prototyping through delivery. We are ISO 9001:2015 registered and comply with RoHS3 and REACH requirements.

65 YEARS STRONG AND GROWING

Submit your requirements for pricing and see how McLoone can help create an attractive nameplate or label.

GET A QUOTE

info@mcloone.com

