

General Industry



SilverTape Successes

How the use of a simple tape can optimize your
production process



Schmitz Cargobull

Being one of our first big accounts, Schmitz Cargobull, being Europe's leading trailer builder, meant a great deal for the success we had ever since. Of course the first project assigned to us by Schmitz did not come overnight. Our sales team and technical support team spent many hours advising and checking the right products as well as application and preparation procedures. Their first application was the bonding of a polyester translucent roof to the 13,5 meter long framework of the trailer. The framework consisted of raw aluminum bars and aluminum side beams. In the advice to Schmitz we encountered several challenges; the first one being the adhesion to the two materials itself. The second one was the torsion the trailer would endure in its lifetime. And the third one was the differences in thermal expansion between the aluminum of the framework and the polyester of the roof itself.

Because of these challenges we chose our SilverTape 63-Series. This predecessor to the current SilverTape 64-LSE Series ensured the bond we needed. The extreme adhesion of this tape in combination with the

1,1mm thickness resolved the challenges of the torsion and thermal expansions. After some extensive tests by Schmitz Cargobull's own R&D lab and the Fraunhofer Institute, the advice given by our sales and technical teams was adopted and our SilverTape 6312 was entered into the specifications of this trailer. The length of these trailers being 13,5 meter resulted in a special request by the application engineers at Schmitz; using our standard 33 meter rolls would have meant that somewhere along the length of the trailer the application would be interrupted to change the roll. Therefore Schmitz asked us to produce the rolls with a 27 meter length so that going back and forth on the trailer would

correspond to one complete roll of tape. Still being a small company we believed (and still believe!) flexibility and service to our customers would be key in growing our business and therefore we complied to this request supplying Schmitz with the 27 meter rolls they requested.

Currently we supply many different tapes to Schmitz for many different applications like (aluminum) roof bonding, side-panel bonding and corner profiles.

Ford

Our SilverTapes AM9412, AM 9611 and AM9420 are currently being utilised for the Ford B-Max, S-Max, Galaxy and Focus. This success has all but come overnight. With the efforts of our sales team and the cooperation of several Tier1 suppliers we have been able to get our tapes into series production at Ford. Having two assembly lines nearby in Cologne and Genk (unfortunately closed in the meantime) Ford and its development team were basically in our backyard, making it relatively easy for our sales people to assist and support Ford with any of their enquiries. This advantage was taken with both hands by our sales people. Not only in the design of new models but also solving issues at the assembly line, the AFTC sales and technical teams have done everything in their power to show Ford the support they require. Nickolai Heck from Ford Cologne says: "AFTC has proven in a relatively short time to be a serious contender in the adhesives market. Their support has been better than we've ever seen from any of our suppliers." All of this has led to the incorporation of our tapes in many coming models not only in Cologne but also in Valencia and other Ford locations worldwide.



All around the world

From Tel Aviv to Mumbai



Rav Bariach (Israel)

One of our most recent successes has been this Israeli door manufacturer. Producing panel doors for the Israeli market as well as far beyond has made this a very interesting account for our sales team and our local distributor Devtec Technological Adhesives Ltd. "This is the largest account for acrylic foam tapes in Israel and probably the rest of the region" says Oded Ziv from Devtec. Producing approximately 2.000 doors every day the potential for this customer is next to none. We currently supply our SilverTape 5011 on spoolrolls (bobines) for one of their doors. Because of the advantages of using our products, Rav Bariach is now very actively testing our tapes for their other doors.



Förch (Germany)

This leading wholesaler and B-2-B retailer for everything you can imagine in the field of fixings was approached by one of our German converters; Peka Stanz- und Klebetechnik. Although Förch has an assortment of over 100.000 different articles. The one thing missing was an acrylic foam tape that could, not only on a technical level but also on a price level, compete with the mechanical fixings and liquid adhesives they sold to date. "We were able to get two different SilverTapes highlighted as Förch's product of the month." says Peka's head of sales Alexander Nägele. Having 300 active salesmen on the road in Germany alone and the company being active in 45 countries around the world, we believe this will be one to watch.



Maars Partitioning (Netherlands)

One of our most valued Dutch customers has been with us from the beginning. Maars made the switch from one of our competitors to AFTC in 2009. Since then we have had a close relationship and our sales team has been able to assist Maars' R&D department with the design of their partitioning systems. With the introduction of their Flush partitioning system Maars had the edge over their competitors. The full glass look gave the panels a beautiful look and because of the tapes being available in gray, black and white they could leave out the screening on the glass, making it look even better. Nowadays this system can be found in office building all over the world. From Dubai to the USA, from Brazil to Japan.

High-End Globetrotter

Bonded to travel the world



Adria, one of Europe's biggest caravan and camper manufacturers located in Slovenia had been producing their top of the line caravans, mobile homes and campers in the same fashion for years. With the support of our local Slovenian distributor KOOP Trgovina doo we were able to implement some interesting applications in their production process. "Adria wanted to speed up their production process" says KOOP's managing director Marjan Klemencic. "Long drying and curing times of the liquid adhesives they used were shortened dramatically and there was no more need to use all kinds of clamps to hold the parts in place". Mainly because of the many different materials used by Adria, they requested to have only one kind of tape. To rule out all possibility for error they decided only to use our SilverTape 64-Series in different thicknesses. Nowadays Adria uses the 64-Series to bond panels and profiles to the outsides of their caravans and campers as well as many inside applications like complete shower and toilet units for their Polaris models. These prefab units can now be installed in seconds where in the past it took the best part of an hour to get the job done.

Besides our SilverTape, Adria also uses the EasyClic 6406/250 for a wide range of applications. Mainly operating panels that need access for maintenance every once in a while are being "bonded" with this re-closable fastener.

Thanks to the close collaboration between our sales team and our local distribution partner we were able to offer Adria the best product and the best service and support.

