

# Powder Coat Paints and Low Surface Energy Plastics

*DuraTech, Inc. informs and educates valued customers about the special adhesive needs for labels on powder coat paints and low surface energy plastics.*

DuraTech, Inc. continues to see powder coat paints and low surface energy plastics widely used by our customers in their housing designs. The use of these materials need to be communicated to us to ensure the proper adhesive is used. Many of your current overlay or label constructions carry acrylic adhesives that adhere very well to the metals and high surface energy substrates they were originally engineered for. These same adhesives will not adhere as well to substrates categorized as having “low surface energy”. This includes powder coated paint surfaces. There are modified acrylic and rubber based adhesives that have been designed specifically for low surface energy substrates. These need to be considered when you use powder coat paint, or any low surface energy plastic.

Being proactive in the design phase of a project will prevent a label construction, that has worked in the past, from failing because the surface it is being applied to has changed. We recommend, that the surface the label is being applied to, be added to your drawings. This information will allow us to verify, or make recommendations to change, your adhesives choice during the quoting stage and avoid any product failure due to adhesive issues.

If you have any questions or wish to receive more information, please call us at 608-781-2570 and ask for a quality planner or ask to speak to a customer service specialist.