

Multi-surface adhesive solution eliminates delays for bathroom installers

CASE STUDY

A major manufacturer of bathroom supplies was creating kits for large-scale projects such as apartments and dormitories. These kits included everything subcontractors needed to install showers and baths. But they were having issues with the adhesive used on the shower pans. The adhesive didn't dispel well in all temperatures, which created delays and projects had to be halted so they could reorder the adhesive. The adhesive cartridges weren't branded with the company logo and wasn't clearly labeled, leading to confusion on job sites. So, they turned to our team at [Adhesive Materials Group](#) (AMG) for help and we quickly developed a valuable solution that solved all of their major challenges.

SELECTING AN ALTERNATIVE ADHESIVE

Our adhesives experts worked closely with the customer's team to understand the application requirements. They needed a multi-surface adhesive that could bond to plywood and a fiberglass composite. They also needed it to resist sagging over time so the shower pan would not give and flex when being stepped on.

Our AMG team worked with our partners at 3M™ to identify, test and select an alternative adhesive, ultimately deciding on a 3M™ Scotch-Weld™ Multi-Material Composite Urethane Adhesive. This two-part urethane paste is primerless to most surfaces, delivers outstanding strength and performance, and the non-sag formulation resists running and slumping.

The high viscosity adhesive works well in all climates, which helped solve a major inventory problem for the customer. Previously, they offered two different adhesives, one for summer and one for winter. The product would often sit on the job site for a period of time, and when the weather changed, it became unusable. The new single solution eliminated the need to decide when to send the winter or summer adhesives which reduced waste.

The AMG team packaged the new adhesive into 250ml tubes, which fit in a standard caulking cartridge dispenser used in the construction industry. This allowed installers to use the new product without having to buy new applicators. We also provided the nozzle attachment for each cartridge that their old supplier provided, which streamlined the transition.





SUCCESS BASED ON TEAMWORK AND PROFESSIONALISM

The leadership team for the customer and at AMG appreciated the teamwork and collaboration that allowed this project to be a success. The teams — for the customer, AMG®, 3M™, and our parent company Hisco — worked closely to solve challenges, including rigorous testing of various adhesives to identify the ideal solution for the application requirements. The technical support provided by AMG helped to eliminate any issues and accelerate the project to find a solution quickly. We will continue to support this customer and find new ways to add value for complex projects.

LOOKING FOR AN ADHESIVE PACKAGING SOLUTION?

CONTACT AMG TODAY

TO LEARN MORE ABOUT OUR CAPABILITIES.

BETTER LABELING ELIMINATES CONFUSION, STRENGTHENS BRAND IDENTITY

Another challenge with the customer's old solution was that the product label was only in English, it didn't have the company logo, and the product information was not as clear as it should have been. This created difficulties for non-English speaking installers, and the product would sometimes get mistaken on job sites for other types of caulk or adhesives used for other purposes.

We used our expansive printing capabilities to create a custom label in both English and Spanish with product information clearly presented to eliminate any confusion about the type of product and how it should be applied. We also included the company logo on the label to strengthen the customer's brand identity among contractors.

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