DR. KRISTIN SCHÖNE
Synthomer Germany; DE Marl

SBR-DISPERSION-BASED PSA TECHNOLOGY FOR VERSATILE FORMULATOR'S TOOLKIT

In the framework of water-based pressure sensitive adhesive (PSA) technologies, acrylic PSAs have taken the lead in many tape and label applications due to their excellent UV-resistance, good formulation stability and convincing performance criteria. However, regarding economic and environmental aspects, SBR-based dispersions do have clear advantages.

We want to present our invention, LITEXTM A 1717, as PSA for use in tapes and labels, with specific attention on paper labels. Due to its high cohesion, excellent LSE performance and formulation stability, the product is a very versatile building block for PSA formulations. Furthermore, it represents a more sustainable option for formulation due to its improved carbon footprint compared to pure acrylic technologies.

In several case studies we will show the improvement of overall PSA performance when using our innovation blended with pure acrylic dispersions and tackifiers. In addition, we will calculate the impact on product carbon footprint for several model PSA formulations.