



CASE STUDY

tesa® ACX^{plus} Simplifies Manufacturing Process

When Midlands-based Alan Nuttall Ltd decided to review its manufacturing processes the company went straight to tesa UK for advice.

A specialist in the design and manufacture of retail display equipment for the national and international retail market, the company wanted to assess how double-sided tape solutions could be utilised within its current and future manufacturing processes to replace traditional methods for bonding and fixing various materials such as welding techniques, permanent mechanical fasteners and structural adhesives.

tesa people

With very limited knowledge of pressure-sensitive materials, the company believed that the principles embodied in the tesacohesion programme, incorporating the expertise of tesa's people with products designed to solve specific industry issues and enhance process efficiencies, would play a key role in identifying areas for improvement.

Mathew Lord, Sales Area Manager at tesa UK, visited Alan Nuttall's premises in Hinckley, Leicestershire to present a range of tape solutions, including tesa's latest innovative tesa® ACX^{plus} double-sided tape and a review of all current bonding applications was undertaken.

The tesacohesion team looked at specific applications where double-sided tape could replace rivets, welding and other mechanical fixings in the assembly of ambient, refrigerated and heated products, subject to temperatures from -8°C to +120°C .

tesa conducted a bonding workshop and training sessions for staff working on the factory floor to provide awareness of the products and their benefits, with feedback received on any concerns raised in making the necessary operating and environmental changes. Meetings also took place with the Design and Production teams to ensure tesa's products would be considered and applied to all future projects and designs.

High
Temperature
and Tolerance
Superior
Strength



tesa products

Following a thorough testing programme, the **tesa® ACX^{plus}** range was identified as the perfect solution, with its high temperature tolerance, superior strength and unique viscoelastic properties, which provide excellent stress dissipation across different substrates.

tesa® ACX^{plus} 7074 is now being used to bond metal components, which need to be powder-coated, replacing spot welding and reducing associated costs, providing a quicker process and achieving an invisible bond.

Similarly, **tesa® ACX^{plus} 7063** is being used as an alternative to permanent mechanical fasteners or liquid adhesives to simplify the process and make it more efficient.



Alan Nuttall is changing its bonding strategy to use double-sided tapes across all application areas

tesa processes

Mick Steele, Technical Director at Alan Nuttall, has already seen improvements. “The tesa products we have introduced into our processes are saving up to 20% production time and allowing us to use differential materials in the production process to provide better aesthetics.

We are very pleased with the dedication and effort that the tesacoheision team has given to our company. Their extensive knowledge and advice has proved crucial in helping us to realise the benefits of moving away from mechanical fixings and welding.”

As a result of the relationship between Alan Nuttall and tesa, the company is now creating a tape application area within its manufacturing plant at Hinckley to ensure the bonding process is controlled and in line with tesa’s recommendations. tesa has also supplied dispensing equipment free of charge.

tesa performance

tesa’s Mat Lord summarises “The concept of using double-sided tape to improve applications has been fully embraced by Alan Nuttall and this change in focus has been adapted into all divisions of the company in the UK. We have formed a long-standing and strategic partnership which will provide the platform for them to remain at the forefront of their industry for many years to come.”



tesa® ACX^{plus} 7074 is suitable for bonding metal components which need to be powder-coated



As an alternative to mechanical fasteners or liquid adhesives, **tesa® ACX^{plus} 7063** offers greater process efficiencies and performance advantages

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