



Secure mounting of exterior attachment parts with tesa® ACX^{plus} Primerless 79011

tesa® ACX^{plus}: Primerless acrylic foam tapes
for bonding exterior parts

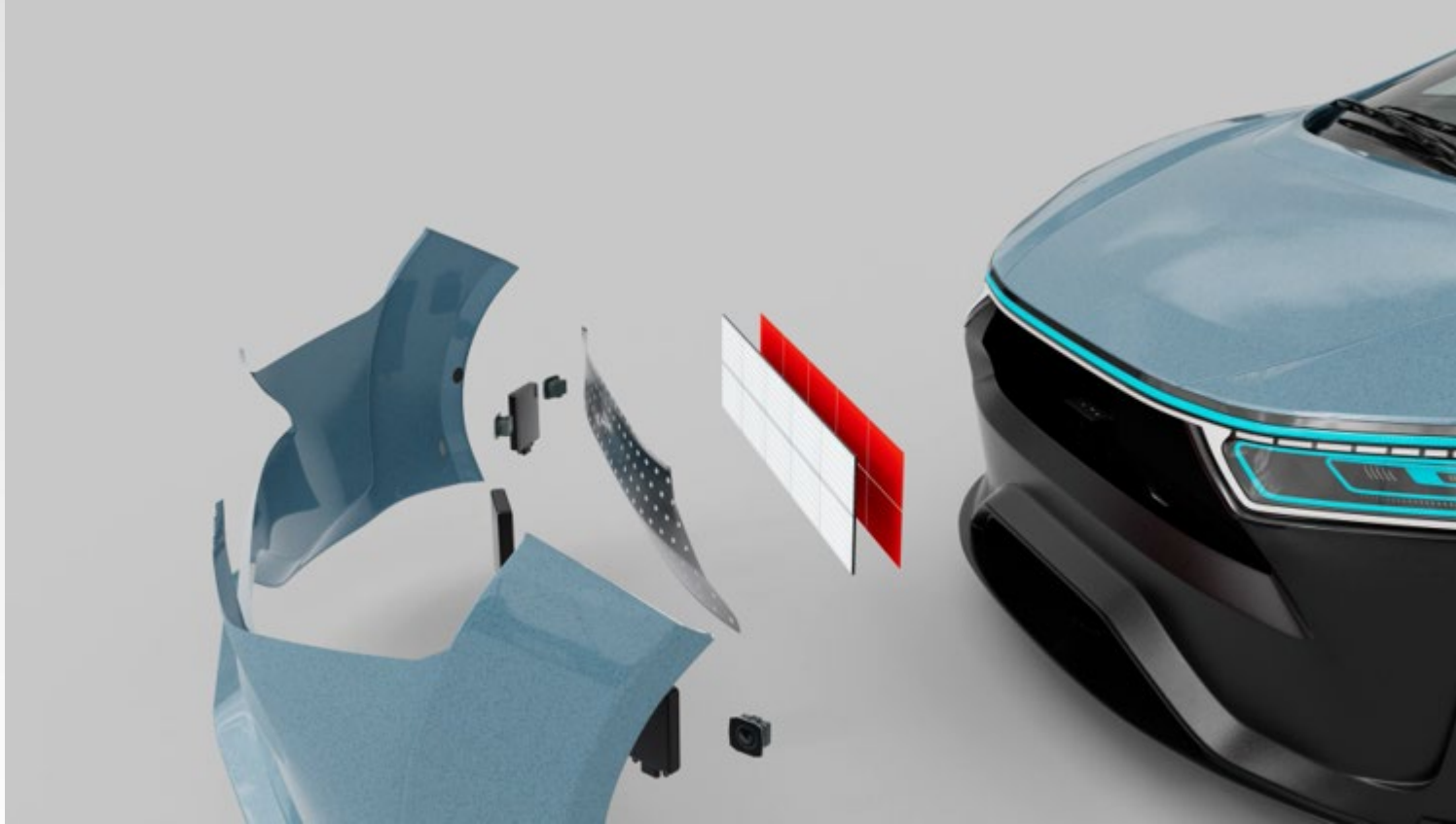




The revolution of plastic used in cars

Approximately 50% (around 100 kg) of the plastics used in a car are polypropylene (PP) based. The requirements for these materials are becoming increasingly demanding, with a growing emphasis on the use of recycled materials and various fillers.

Thus make the bonding on PP based substrate **more difficult without primer.**



- Mounted attachment parts are becoming larger, resulting in higher stress in the bonding areas.
- Additionally, clear coats are becoming more demanding for adhesives, and the variety is continuously increasing. Design freedom remains an essential key factor.

The challenge from environment



Temperature ranges are becoming more extreme, requiring parts to perform reliably in both very cold and very hot environments.

Tapes must meet these stringent requirements over the entire lifetime of a car **without losing performance.**

01

Design phase



- Design freedom for bonding various materials.
- Approximately 80% of part costs are determined during the product design phase.
- Sufficient tape performance prevent extra time and cost of evaluation once design is fixed.

02

Application at OES



- Reliable and secure supply chain for high-performance products on various substrates.
- Special pre-treatment eg: primer is needed for bonding on the LSE PP/EPDM material.
- Automation-friendly, including spools, tabbing tapes, and suitable liners.

03

Application at OEM



- Reliable bonding immediately after application, eliminating reworking in production.
- Strong bonding and smooth process on clear coats even for the big and heavy parts.
- Adhesives working on various clear coats.

04 Car Lifecycle



- High Durability: Withstands extreme temperatures and humidity throughout the vehicle's lifecycle.
- Expertise: tesa meets all global OEM specifications.
- Proven Performance: tesa products are reliable for over a decade.

Market trends require new tapes: Primerless and Beyond

OEMs and OES are seeking a tape that provides design flexibility for large attachment parts made of all kinds of PP EPDM without pre-treatment, while ensuring reliable high performance, without compromising competitiveness.

tesa developed the new range for mounting large PP-EPDM parts on various clear coats, **tesa® ACX^{plus} Primerless 79011**.



Key features:



Secure design freedom with **high compatibility on various clear coats** applied by main OEMs



95°C

Specially designed for **high temperature resistance** to meet more and more challenging OEM requirements

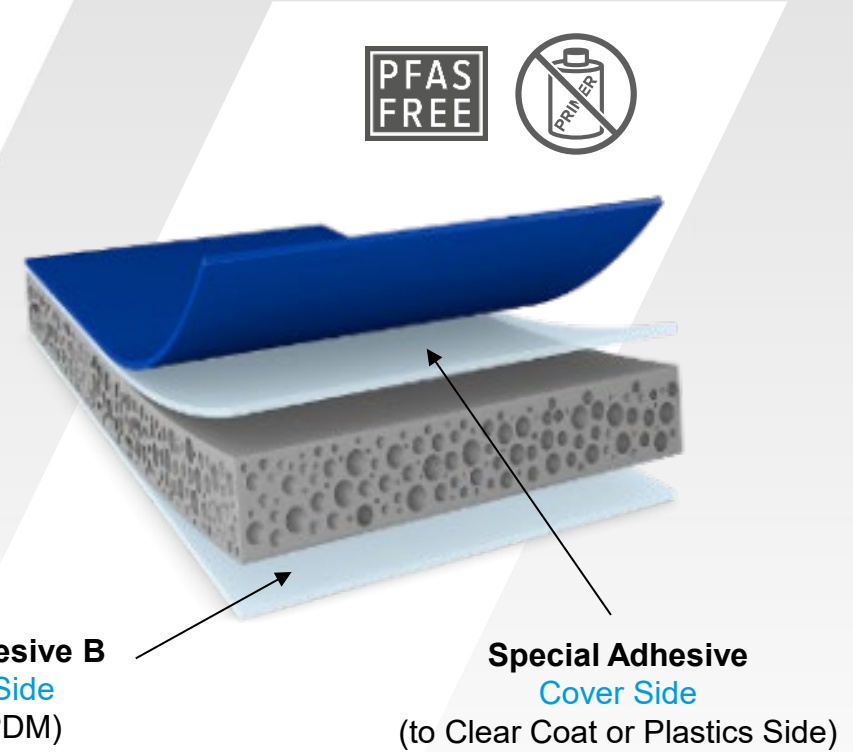


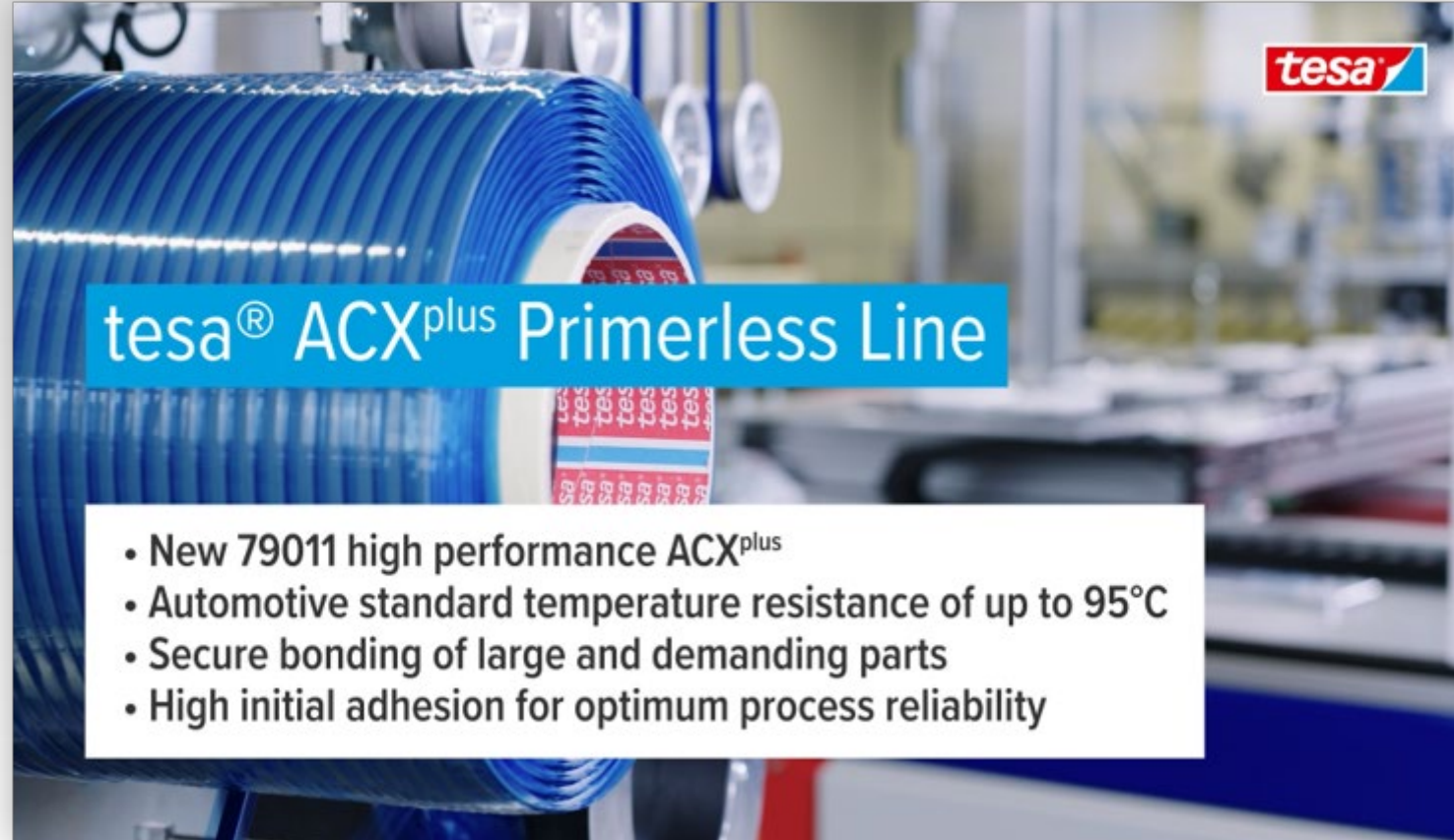
Fast and strong bonding performance ensure efficient OEM assembly workshop procedure



-40°C

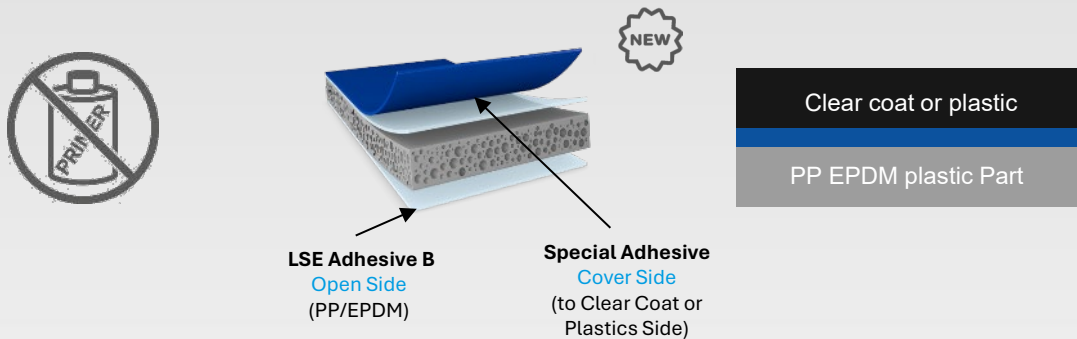
Durability under **low temperature** with stable performance





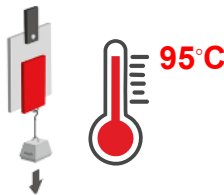
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Product introduction: tesa® ACX^{plus} Primerless 79011 Line

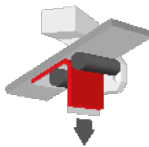


	tesa® ACX^{plus} Primerless 79011
Adhesive / Backing	3 layers; Pure Acrylic foam core with new LSE and special adhesives
Thickness	1.1 mm and (0.8mm/1.5mm coming soon)
Color	Gray
Temperature Range (LT)	-40 to +95°C
Liner	PV15 blue PE liner PV19 blue co-ex liner (coming soon)
PI / TI Sheets	

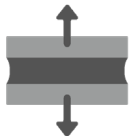
High Temperature (95°C)
Static shear resistance



High initial bonding strength
even on demanding clear coat
& LSE plastic



**High bonding strength
on diverse materials
(PP/EPDM, Clear coat)**



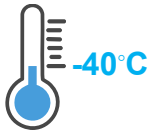
Outstanding performance
Acrylic foam tape can pass
multiple OEM Specs
(more under testing)



Environmental contributor
No Primer for OES Plastic
parts & PFAS Free



Stable performance under
low temperature



tesa® ACX^{plus} Primerless 79011

Outstanding **Primerless, PFAS Free** solution in the Market



Secure design freedom with
high compatibility on various clear coats
applied by main OEMs

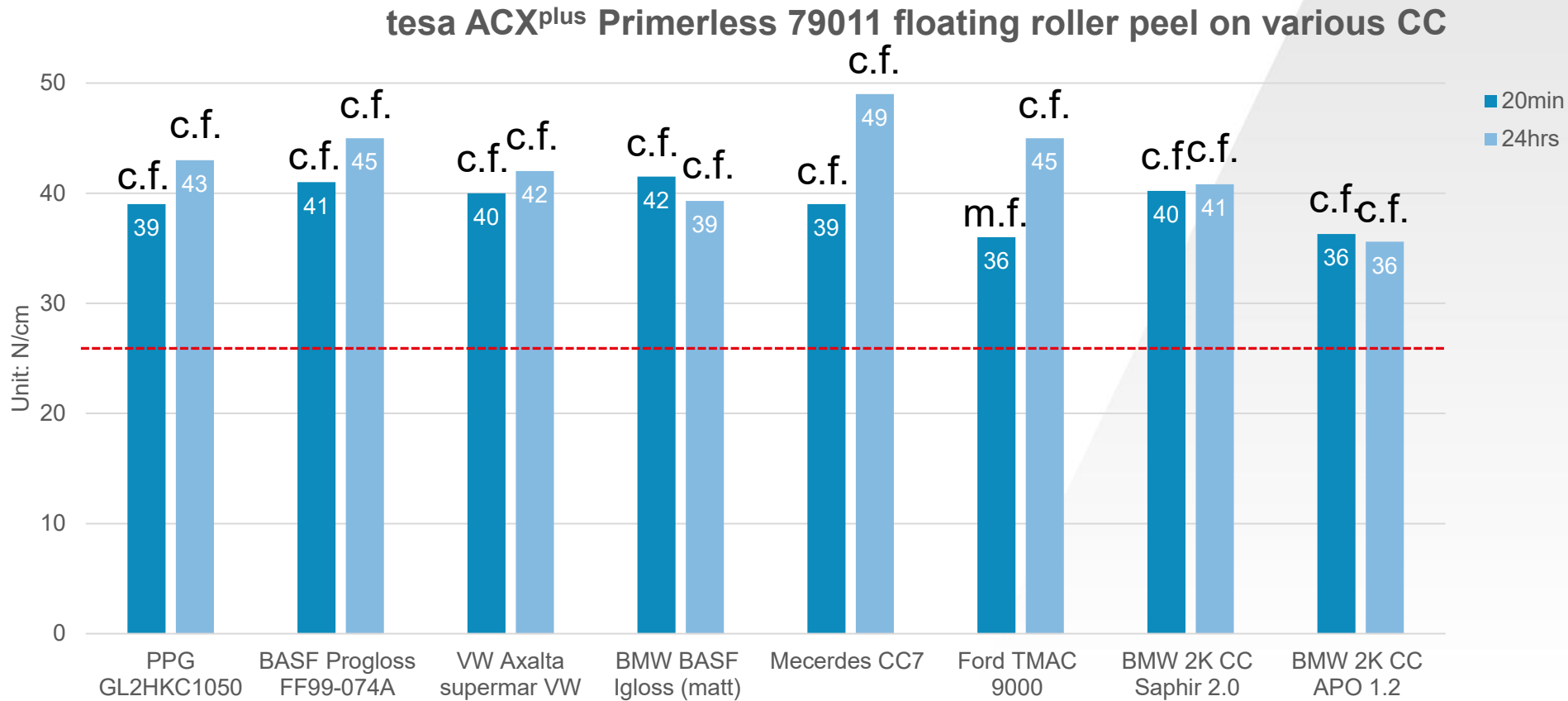


High compatibility on various clear coats



tesa® ACX^{plus} Primerless 79011 offers high bonding strength on mainstream clear coats widely used by OEMs

- tesa® ACX^{plus} Primerless 79011 meet the requirement of DBL 7906-2018 on a wider range of clear coat panel
- tesa® ACX^{plus} Primerless 79011 shows cohesion failure only after 20mins dwelling time on various clear coats



----- Mercedes Spec



c.f. means cohesion failure

tesa® ACX^{plus} Primerless 79011

Outstanding **Primerless, PFAS Free** solution in the Market



95°C

Specially designed for **high temperature resistance** to meet more and more challenging OEM requirements



High temperature resistance



tesa® ACX^{plus} Primerless 79011 offers high temperature resistance to meet more and more challenging OEM requirements

- tesa® ACX^{plus} Primerless 79011 can pass one of the most critical OEM specifications regarding to high temperature on the market, Mercedes DBL 7906 - 2018
- tesa® ACX^{plus} Primerless 79011 hold strong even after 168hrs with extra harsh condition exceeding the OEM requirement, test up to 95 °C



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High temperature resistance

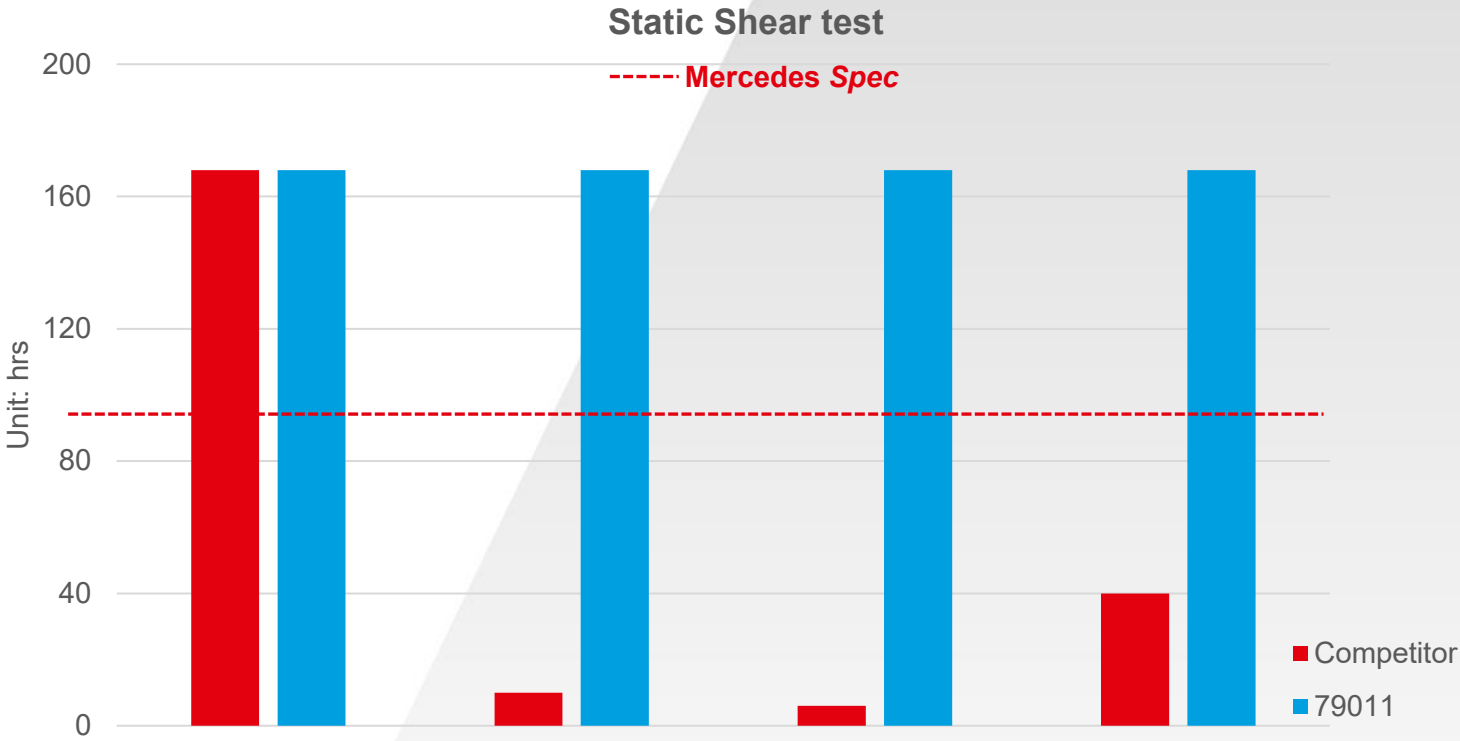


tesa® ACX^{plus} Primerless 79011 exceeds DBL 7906-2018 requirement:

Shorter dwelling time → **Faster process**,
from 72hrs to 20mins

Higher loading → **Heavy hanging**,
from 250g/cm2 to 350g/cm2

Higher temperature → **Environment compatibility**, from 90°C to 95°C



	DBL 7906	Short dwell	Higher loading	Higher temperature
Loading	250g	250g	350g	250g
Test temperature	90°C	90°C	90°C	95°C
Dwelling time	72hrs	20mins	72hrs	72hrs

tesa® ACX^{plus} Primerless 79011

Outstanding **Primerless, PFAS Free** solution in the Market



Fast and strong bonding performance ensure efficient OEM workshop assembly procedure

Fast and strong bonding



tesa® ACX^{plus} Primerless 79011 offers fast and strong bonding to ensure efficient OEM workshop assembly procedure

- tesa® ACX^{plus} Primerless 79011 has high initial bonding performance, achieve 90% of final bonding performance within 20 mins
- tesa® ACX^{plus} Primerless 79011 has high final bonding strength on PP/EPDM and clear coat



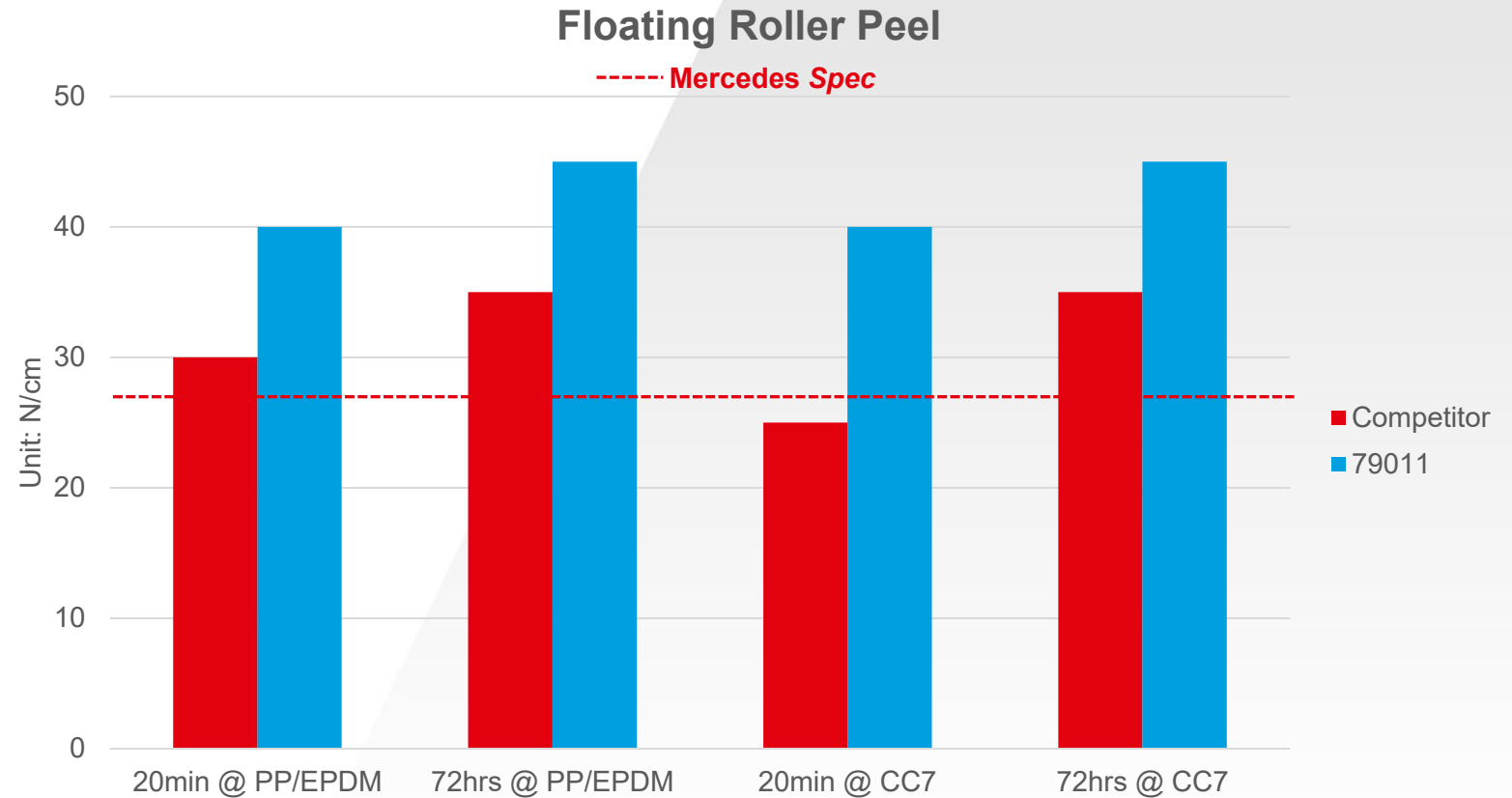
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Fast and strong bonding



tesa® ACX^{plus} Primerless 79011 offers high initial bonding performance.

tesa® ACX^{plus} Primerless 79011's peel adhesion can fulfill the Mercedes Spec DBL 7906-2018 PV12 and other major OEMs'.



tesa® ACX^{plus} Primerless 79011

Outstanding **Primerless, PFAS Free** solution in the Market



-40°C

Durability under **low temperature** with stable performance

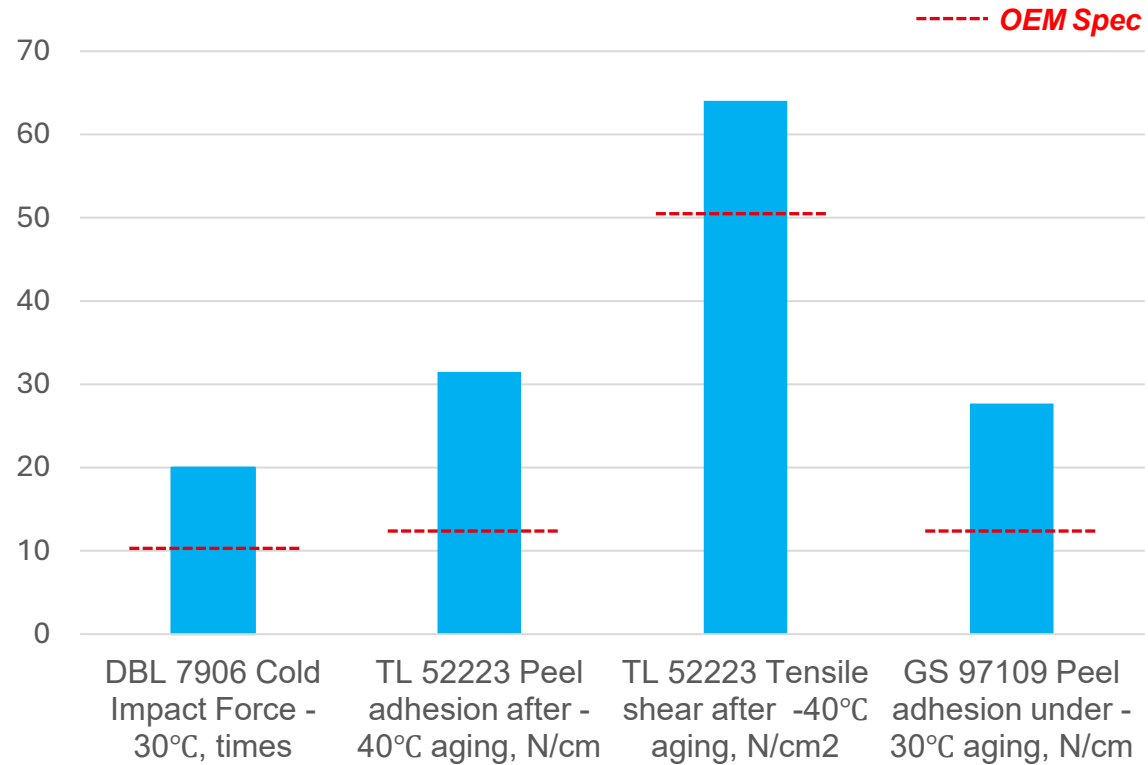


Low temperature



tesa® ACX^{plus} Primerless 79011 offers excellent low temperature performance

- tesa® ACX^{plus} Primerless 79011 survive more than 20 times of cold shock -30 °C according to DBL 7906-2018
- tesa® ACX^{plus} Primerless 79011 pass VW TL52223 low temperature test after -40 °C aging



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Complete Assortment

Diverse Product Range

- Comprehensive selection to meet varying requirements
- High-quality products across different categories

Reliable and Efficient

- Products designed for durability and efficiency
- Trusted by Automotive industry over one decade



tesa® ACX^{plus} assortment for attachment part mounting



Part type		Small (e.g. emblems)		Mid to large (pre treatment LSE)		Mid to large		Large & more demanding
Product		tesa® 772XX	tesa® 78XX	tesa® 776XX	tesa® 777XX Primerless	tesa® 778XX Primerless		tesa® 790XX
Construction								
		Single layer		Two layers		Two layers		Three layers
Color		Gray	Black	Gray	Gray	Gray		Gray
Backing		Acrylic foam	Tackified acrylic foam	Acrylic foam	Acrylic foam	Acrylic foam		Tackified acrylic foam
Adhesive	Closed side	-	-	LSE A	-	LSE A		CC 2
	Open side	-	-	-	LSE A	LSE A		LSE B
Special features	High cohesion		•					
	High temperature resistance							•
	Demanding clear coat bonding		•	•		•		•
	LSE bonding				•	•		•
Thickness	0.4 mm	77204						
	0.5 mm		7805				77805	
	0.6 mm	77206						
	0.8 mm	77208	7808	77608	77708	77808		79008
	1.0 mm	77210						
	1.1 mm		7811	77611	77711	77811		79011
	1.2 mm	77212	7812					
	1.5 mm		7815	77615	77715	77815		79015
	1.6 mm	77216						
	2.0 mm	77220	7820					

tesa® ACX^{plus} assortment for attachment part mounting



Part type		Small (e.g. emblems)		Mid to large (pre treatment LSE)		Mid to large		Large & more demanding
Product		tesa® 772XX	tesa® 78XX	tesa® 776XX	tesa® 777XX	tesa® 778XX		tesa® 790XX <small>NEW</small>
					Primerless	Primerless		Primerless
Construction								
		Single layer		Two layers		Three layers		
Temperature	Long (3 months)	80°C / - 40°C	80°C	80°C	80°C	80°C	95°C	
	Short (15 min)	120°C / - 40°C	120°C	120°C	120°C	120°C	120°C	
Peel adhesion	Clear coat / paint (covered side (1,100 µm))	31 N/cm	28 N/cm	36 N/cm	32 N/cm	39 N/cm	40 N/cm	
	LSE (e.g. PP EPDM) w/o pre treatment (1,100 µm)	-	-	-	40 N/cm	40 N/cm	40 N/cm	
	MSE (e.g. ABS) w/o pre treatment (1,100 µm)	-	35 N/cm	-	36 N/cm	31 N/cm	40 N/cm	
Liner	Paper	PV04	PV25	-	-	-	-	
	PE	PV31 / 34 (white)	PV29 (blue)	PV15 (blue)	PV15 (blue)	PV15 (blue)	PV15 / PV19 (coming soon)	
	PET	PV36 (translucent)	-	-	-	-		

Application process support



Dedicated application support for your needs

We sell not only adhesive tape but whole application solutions. This is why we support our focus customers with a dedicated team of key account managers and technical experts to ensure all aspects of the project are covered.

Our global customer solution centres provide extensive testing facilities to find the right adhesive tape for your needs.



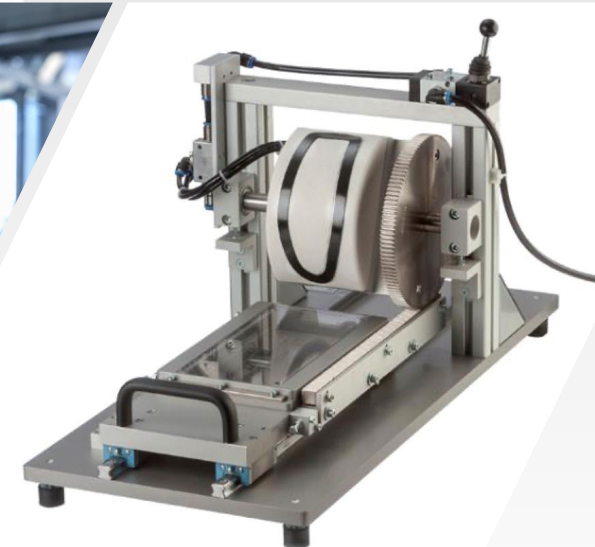
Our Customer Solution Center, Application Solution Engineers and Application Process Engineering team in Europe, Asia and America support you to choose the right tape and enable an efficient production.



Pressure roller
to ensure sufficient pressure



Precise applicator
for wheel arch extension



Precise die-cut applicator
for shark fin antenna

Also for semi-automatic and automatic application, our engineering team offers support for the smooth process integration.



up to 1800m long spools

Semi-automatic dual-strip applicator
with pressurization function



Automatic tape applicator
with primer function

Extensive product testing capacities at tesa



Our Customer Solution Center (CSC) has Comprehensive Testing Capabilities

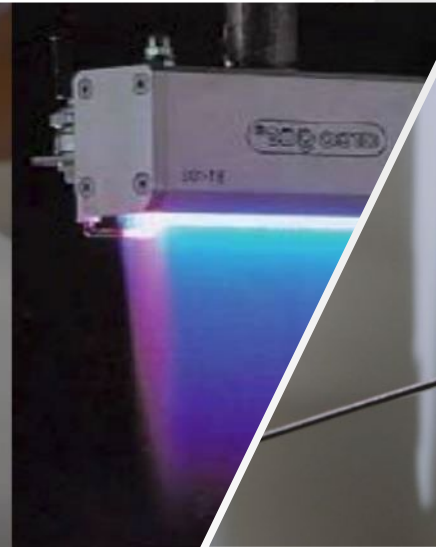
- According to all major OEM specifications
- Testing on customer substrates and new plastic materials



Comprehensive Material and application test capabilities



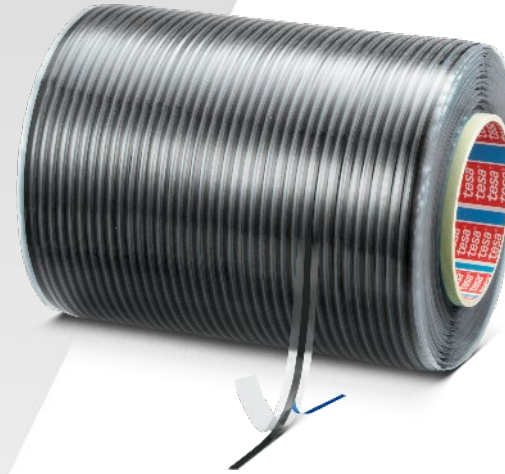
Substrate surface analysis and treatment



Bonding performance on recycled materials

Tailormade to Customers' Needs

- Spool format even in very narrow widths and length up to 1.800m
- Log rolls in different formats for efficient processing
- Die cuts supplied by tesa converting partners all over the world
- Pancake rolls for manual or semi-automated processes





Thank you!

