



# tesa® 50777

## Product Information



Fineline tape for design and two-tone painting in the automotive industry

### Product Description

tesa® 50777 is a flexible, highly temperature resistant PVC fineline masking tape with an acrylic adhesive for a wide range of design and two-tone masking applications in the automotive industry.

The soft and flexible PVC backing allows precise masking in tight curves, such as the rear door area. Furthermore, tesa® 50777 features a release, thus ensuring easy and smooth unwinding of the tape.

The acrylic adhesive can be an alternative for paint systems where traditional natural rubber tapes leave ghosting or yellowing. The temperature resistance of 160°C allows the application of tesa® 50777 in most paint shop oven temperatures.

Standardized and customized applicators for tesa® 50777 are available to ensure efficient tape application.

### Product Features

- Easy unwinding for smooth manual or semi-manual tape applications
- No ghosting after drying at high temperatures (up to 160°C)
- Conformable behavior for masking in narrow curves/areas
- Hand-tearable

### Application Fields

tesa® 50777 is suitable for various types of masking applications.

Example applications are:

- Two-tone painting at high temperatures in automotive paint shops
- Masking for high oven drying temperatures
- Masking applications in narrow curves
- Semi-manual application with tooling support

To ensure the highest performance possible, our aim is to fully understand your application (including the substrates involved) in order to provide the right product recommendation.

### Technical Information (average values)

The values in this section should be considered representative or typical only and should not be used for specification purposes.

### Product Construction

- |                    |          |                   |        |
|--------------------|----------|-------------------|--------|
| • Backing material | PVC film | • Total thickness | 132 µm |
| • Type of adhesive | acrylic  |                   |        |

For latest information on this product please visit <http://l.tesa.com/?ip=50777>



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### Properties/Performance Values

- |                    |         |                            |      |
|--------------------|---------|----------------------------|------|
| • Tensile strength | 30 N/cm | • Hand tearability         | good |
| • Easy to remove   | yes     | • Suitable for die cutting | yes  |

### Adhesion to Values

- |         |        |
|---------|--------|
| • steel | 2 N/cm |
|---------|--------|

### Disclaimer

tesa<sup>®</sup> products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All information and recommendations are provided to the best of our knowledge on the basis of our practical experience. Nevertheless tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. Therefore, the user is responsible for determining whether the tesa<sup>®</sup> product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.



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