



# tesa® 77711

## Primerless Line



### Product Information

1.1 mm double-sided acrylic foam tape

### Product Description

tesa® ACX<sup>plus</sup> 77711 is a double-sided acrylic foam tape for automotive exterior attachment part mounting. It is a unique double-layer asymmetrically designed product, coated on one side with LSE adhesive.

tesa® ACX<sup>plus</sup> 77711 can help you eliminate the primer in your process! Its high-performance LSE adhesive creates an efficient and secure bond to typical automotive attachment parts made of LSE (like PP and PP/EPDM) and MSE (like ABS) plastics without primer. In addition, our product also has excellent adhesive properties when it comes to easy-to-bond OEM clear coats. (LSE: low surface energy; MSE: medium surface energy) Thanks to its viscoelastic acrylic foam core, tesa® ACX<sup>plus</sup> 77711 Primerless Line has the ability to absorb and dissipate dynamic and static loads.

0.8 mm and 1.5 mm thicknesses are available

### Product Features

- # High initial performance on LSE plastics
- # Excellent bonding stability at a wider range of temperatures
- # Reaches high peel-adhesion level right after application
- # Superior peel adhesion on PP substrates, even at an application temperature as low as 5°C
- # Viscoelastic acrylic foam core to compensate for different thermal elongation of bonded parts
- # Outstanding wet-out property
- # High humidity and UV resistance

#### Benefits:

- # Eliminates the primer in the production process
- # Enables a much more efficient and robust application
- # Reduces the total process cost
- # Realizes healthier working conditions

For latest information on this product please visit <http://l.tesa.com/?ip=77711>



# tesa<sup>®</sup> 77711

## Primerless Line

### Product Information

#### Product Features

# Achieves a more environmentally friendly production

#### Application Fields

Permanent exterior mounting of

# Body side moldings and decorative trims

# Emblems

# Spoilers

# Antennas

# Pillar appliqués

#### 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	Acrylic foam	• Total thickness	1100 µm
• Type of adhesive	LSE	• Color	gray
• Type of liner	PE	• Color of liner	blue

#### Properties/Performance Values

• Ageing resistance (UV)	good	• Static shear resistance at 90°C	very good
• Humidity resistance	very good	• T-block	very good
• L-jig	good	• Temperature range	-40 to +80°C

#### Adhesion to Values

• ABS (after 3 days)	28 N/cm	• PP (initial, 1 min)	24 N/cm
• ABS (covered side, after 3 days)	12 N/cm	• Steel (after 3 days)	31 N/cm
• ABS (covered side, initial)	8 N/cm	• Steel (covered side, after 3 days)	26 N/cm
• ABS (initial, after 1 minute)	23 N/cm	• Steel (covered side, initial)	12 N/cm
• PP (after 3 days)	30 N/cm	• Steel (initial, 1 min)	25 N/cm



# tesa® 77711

## Primerless Line

Product Information

### Disclaimer

tesa® 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® 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.



For latest information on this product please visit <http://l.tesa.com/?ip=77711>