

CRYSTAL-CLEAR ADVANTAGES

The success story of ACX^{plus} adhesive tapes extends to many application fields. Adhesive bonding of glass partitions is one chapter in that story. tesa has moved into a market niche in this area – and gained an important strategic partner in Saint-Gobain Glassolutions, a global player based in France.

From airports to hotels, restaurants, and company buildings, glass partitions are a fixture in modern interior architecture. They create a bright, friendly atmosphere while also damping noise. But the popular transparency these panels bring requires a sturdy and also visually appealing hold, especially when multiple

elements are used in combination. This is a perfect job for tesa: The company launched additional thicknesses of transparent ACX^{plus} adhesive tape on the market in mid-2013 with an eye to bonding glass partitions in enclosed spaces in a way that is aesthetically appealing, durable, and robust. “As we were extending the line, we deliberately

looked for a market segment where we have a clear technological advantage over competitors,” explains Julia Hagenberg, the international product manager who was responsible for handling the launch.

SAINT-GOBAIN

Saint-Gobain, which is represented in 64 countries, develops, produces, and markets innovative building materials and other high-performance materials. The company offers sustainable solutions for challenges in the fields of conserving energy and environmental protection. About 190,000 employees work across the company's 160 affiliates. The group includes prominent brands such as Saint-Gobain Glassolutions, Sekurit car glazing, ISOVER insulation, Rigips drywall and Raab Karcher construction materials. The French corporate group's roots lie in glass production – its first involvement in another country came in 1853, when the company built a glass production facility in Mannheim, Germany.

The adhesive tapes in the tesa ACX^{plus} 705x series in particular enable transparent, secure, and fast adhesive bonding of glass on glass, either in butt joints, at an angle, or in a “T” joint. They can also be used to dependably affix glass panels to aluminum frames or in “H” profiles.

By promoting this application, tesa is also advancing a highly persuasive alternative to the widespread method of bonding glass partitions with silicone. There are several reasons: silicone creates thicker joints, tends to yellow over time when exposed to UV light, and can form waves through interaction with film-coated

TESA® ACX^{plus} VERSUS SILICONE

Fast and economical to use, with aesthetically pleasing results, ACX^{plus} has various advantages over conventional silicone adhesive bonding.



APPLICATION VIDEO

Perfect results, step by step: A video explains how to use the tape in a clear, easily understandable format.



DEPENDABLE HOLD

The tesa ACX^{plus} 705x series can be used not only for various kinds of glass-on-glass bonding, but also to affix glass panels to aluminum frames.

laminated safety glass. ACX^{plus} adhesive tapes, on the other hand, are fast, clean, and economical to use, and there is no need for follow-up work due to factors such as excess adhesive squeezing out around the edges. Other benefits include transparency, high adhesive force, tensile force and resistance to the effects of light, temperature, and chemicals. But despite all of the product's advantages and its existing use with glass partitions, Hagenberg says, “Silicone still dominates the market, so we have to have a positive effect on how customers and installation technicians think.”

STRATEGIC PARTNERSHIP

tesa no longer has to convince Saint-Gobain Glassolutions, a large glass manufacturing company that is based in France and operates worldwide. The company recognized the huge potential offered by adhesive tapes,

not least in light of an increase in customer complaints about silicone bonds. tesa also scored points by successfully proving that its market package is suitable for all kinds of glass and also by earning three important industrial certifications, including for noise insulation. Says Hagenberg, “We are the only producer to offer an all-in-one solution that includes not only certifications, help with using the product, folders, and videos, but also glass samples. This has allowed us to set standards for this market.”

tesa and Saint-Gobain signed a contract establishing a strategic partnership at the start of the year. The agreement, which covers 18 countries in Europe, sets out prices and delivery terms and conditions as well as providing assembly, installation, and storage recommendations for the ACX^{plus} 7058 product. The tesa market package is now also listed in the glass producer's inter-

national catalog and was recommended via newsletter to 100,000 architects worldwide.

Jean-François Outin, head of marketing at Saint-Gobain Glassolutions, already views the partnership with tesa as a complete success.

BRIGHT PROSPECTS

“Our market package is opening up big opportunities, and various new application ideas are coming up in our contact with Saint-Gobain,” Hagenberg notes with satisfaction. The new ideas include adhesive bonding of glass doors in aluminum frames, a project currently pending at the French company. There are also plans for joint training and education activities for employees and customers.