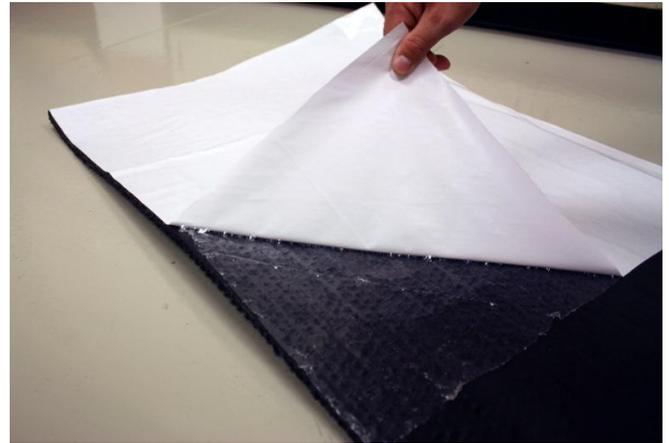
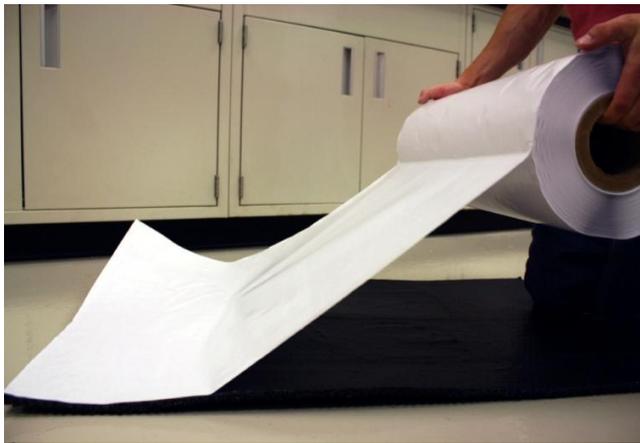


Case Study: RS Industrial, Inc. Increases Mat Manufacturer's Product Integrity with Continuous Adhesive

Challenge: A manufacturer of industrial entry mats was seeking a stronger product than its current acrylic tape to adhere berber and vinyl to rubber to create custom logo mats. The customer saw consecutive failures with its current product not providing sufficient adhesion, causing the rubber to delaminate. It was required that the solution be hand applied, provide strong, consistent adhesion and reduce failures.



Solution: RS Industrial met the customer's requirements with a custom Adhesive Squares™ product. Designed as a 24" continuous high tack adhesive, the proposed solution provided strong adhesion to prevent the rubber from delaminating.

Adhesive Squares™ provided the following benefits:

- Adhesion three times stronger than original acrylic tape
- Uniform thickness providing consistent adhesion
- Easy application requiring little to no training
- No modifications to current process

The customer was able to meet all of its assembly application requirements through RS Industrial's manufacturing capabilities, increasing product integrity and reducing failures.