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Getting the Most From 3M™ Acrylic Foam Tape

Aftermarket manufacturers confirm that 3M acrylic foam tape is the field-proven, best choice for automotive accessory attachment. They make the most of its performance capabilities by taking advantage of 3M's customer service and technical support resources, and staying up-to-date on proper tape training and use.

In this issue of *Holding Fast*, three aftermarket accessory manufacturers—Daytona Dash Distributors, Quality Automotive Accessories, and G.T. Styling—talk about the best methods for acrylic foam tape installation training and storage; how tape use has affected their business; and the importance of 3M support.

Each of the companies uses 3M acrylic foam tape on most or all of their products, and has determined proper tape inventory amounts through experience with tape usage.



Tape-installed wood dash kit from Daytona Dash Distributors in a Ford Explorer.

"We inventory a two- to three-week supply of tape and store it in a secured storeroom below 80° F," said Lee Berryman, president of Daytona Dash Distributors, a Daytona Beach, Florida, company founded in 1985 that manufactures three types of wood dash products in over 1,000 models. Bernie MacDonald, president of Quality Automotive

Accessories has found it most effective to order 3M tape every two or three weeks and inventory between five and ten 48-1/2" rolls. The tape is stored in a temperature-controlled environment between 50° F and 90° F depending on the time of year. "We've never had a problem with these temperatures affecting tape performance," comments MacDonald. Quality Automotive was opened in 1978 in Westford, Massachusetts, and manufactures stainless steel rocker panels.



Full-Size Chevrolet extended cab pickup featuring trim from Quality Automotive Accessories.

Though 3M acrylic foam tape is easy to use, proper training for tape handling can increase effectiveness and decrease waste. "3M tape is a standard part of many of our products, and we have personnel trained as tape technicians who handle tape installation and/or assembly on our products. Most of our tape technicians have worked for us in excess of ten years. These are people eventually promoted to supervisors who, in turn, monitor other employees applying 3M tape to GTS products in our assembly line process," said Jeff Gati, president of G.T. Styling (GTS). This Irvine, California, firm has been in business since 1980 and manufactures 15 categories of automotive accessories ranging from headlight and taillight covers to hood deflectors.

According to MacDonald of Quality Automotive, "The backs of our rocker panels are completely

covered with tape for the best possible adhesion. This ensures that when the panels are correctly installed, they stay on.” MacDonald explains that proper installation instructions supplied to the end-user are critical for application success. Each stainless steel trim piece they sell comes with detailed instructions for correct installation.



1996 Dodge Ram featuring Sportstream™ wind and rain deflector, the latest exterior styling product from GTS.

Tape use for aftermarket accessory attachment has grown in popularity over the last several years, and its use has affected the way that many companies do business. Gati of GTS explains that tape use affects his business by offering easy installation. “We boast about how easy our products are to install, and 3M™ Acrylic Foam Tape makes this possible. 3M tape is integral to the marketing of our product line, and the confidence people have in 3M is an added benefit.”

Berryman of Daytona Dash agreed, saying, “The tape is vitally important to our business. It ensures that we won’t have to deal with product failure. The tape offers insurance and consistency.”

As demonstrated, proper tape training and tape use in combination with high-quality automotive accessories has helped make these companies successful. According to MacDonald, customer service and technical support are also important. “3M provides great ordering and customer service support. If there is any problem, 3M makes you aware of both the problem and solution at the same time, so you can make adjustments as necessary. This is a great way to deal with problems.”

Gati believes support from 3M is imperative. “3M is one of the best companies we’ve seen when it comes

to manufacturer’s support. 3M personnel are not just interested in making a sale, but work closely with our new product development team from start to finish on a project. From initial concept through packaging, their engineering support staff provides quick response time and top-notch technical support. We see our relationship with 3M as more than just that of a customer and vendor, but as a partnership in progress.”

Editor’s note: 3M specifications recommend that 3M acrylic foam tape be stored at approximately 72° F, 50% humidity.

Holding Firm at 140 mph!



Wind tunnel testing at gale-force levels causes this pickup to shake, rattle and roll, but can’t overpower the holding strength of 3M™ Acrylic Foam Tape.

Hold on to your hat! A powerful 140 mph wind in a Lockheed wind tunnel could not dislodge a 3M tape-mounted Auto Ventshade Bugdeflector® from a pickup hood — even though it was held in place using only 25% of the recommended amount of 3M™ Acrylic Foam Tape.



Tough 3M tape hangs on dependably, through rain, snow,

sun and wind. It distributes force evenly across wide surfaces, absorbs vibration, and eliminates the need for drilled mounting holes that lead to rattles and corrosion, which can void a manufacturer’s warranty.

Insist on 3M acrylic foam tape for every aftermarket mounting application. And let the winds blow!

For more details about 3M acrylic foam tapes, call us at 1-800-362-7183.

3M Automotive

Rigorous testing of 3M™ Acrylic Foam Tape in this wind tunnel facility was the story featured in issue 1 of the Holding Fast newsletter. 3M is now incorporating this powerful test data into its advertising campaign, to make people aware of the proven benefits of choosing 3M acrylic foam tape for demanding automotive applications.

3M

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