

## **Thin Primerless Tapes from 3M – The Latest in Dash Trim Attachment**

(St. Paul, Minnesota) Dash trim installation is easier and more reliable than ever with Primerless Acrylic Foam Tapes from 3M. Dash overlay substrates are quickly and dependably installed without the need for adhesion promoters and their associated risks.

Primerless Acrylic Foam Tapes from 3M are available in 20- and 30-mil versions to accommodate various types of dash overlays. Thin, flexible parts can be attached using the 20-mil version and offer the very thinnest profile.

B&I Trim Manufacturers introduced kits using this tape at last year's SEMA Show; and Miles McMahill, director of sales and marketing, reports, "We've completed a full year of production using 3M's thinnest primerless tape. We found that customers needed to get used to the idea of using something other than the conventional 3M red-liner tape. They had to be convinced that this is still from 3M and will actually be easier to use. Once they give it a try, they are sold. We've received extremely positive feedback about the re-positioning ability of the primerless tape, yet there is no compromise in adhesive strength and reliability. There is an element of forgiveness to the process that has been incredibly well received."

Primerless Acrylic Foam Tapes were first introduced by 3M in 1998 in response to a demand from OEMs for faster, simpler attachment of dash trim overlays without the risk of potential damage to vehicle interiors associated with the use of adhesion promoters. Interest quickly expanded beyond OEMs to the aftermarket and continues to grow as professional installers desire trouble-free, faster kit installation. 3M has developed thinner versions of the tape using the latest proprietary technologies to provide an extremely low profile without compromising bond strength and reliability.

For more information on thin Primerless Acrylic Foam Tapes 5850 and 5849 from 3M, please visit 3M's SEMA Booth #10944, or contact:

3M Automotive Division  
800-362-7183  
[www.3MAutomotiveTape.com](http://www.3MAutomotiveTape.com)

3M is a trademark of 3M Company.

10/03



*This B&I dash trim overlay is attached using the industry's thinnest Primerless Acrylic Foam Tape from 3M.*