

3M Offers Industry's Only Weatherseal-Specific Attachment Tape

(St. Paul, Minnesota) Based upon 3M's proprietary Acrylic Plus Tape technology, 3M Automotive Division offers Acrylic Plus Sealing Tape ST 1200 designed specifically for the attachment of extruded rubber weatherstrip and seals. The use of 3M's tapes for bonding weatherseals continues to expand on a global basis in the automotive, recreational vehicle, marine and related markets.

"Unique within our line-up of automotive attachment tapes, ST 1200 tape from 3M features a heat-activated adhesive that results in an extremely durable bond to extruded rubber seals without the use of adhesion promoters," said Dale Stewart, 3M technical services specialist. "The tape provides improved, immediate wet-out or adhesive contact with vehicle surfaces for a better seal against wind, noise and moisture." New Acrylic Plus Sealing Tape ST 1200 has been proven to provide a 25- to 40-percent improvement in wet out compared to conventional acrylic adhesives.

Weatherstrip and seal manufacturers desire an attachment system that is reliable and easy to use. Mechanical fasteners such as pins and clips cannot provide a complete seal against the elements, and push-on seals are susceptible to moisture retention, causing them to rust and eventually break. And liquid adhesives can be messy, require set-up time and don't always provide a clean bond line. The low-profile bond line and black color of ST 1200 tape from 3M combine for exceptional aesthetics and an original equipment appearance.

For more information about Acrylic Plus Sealing Tape ST 1200 from 3M, please visit 3M's SEMA Booth #10944, or contact:

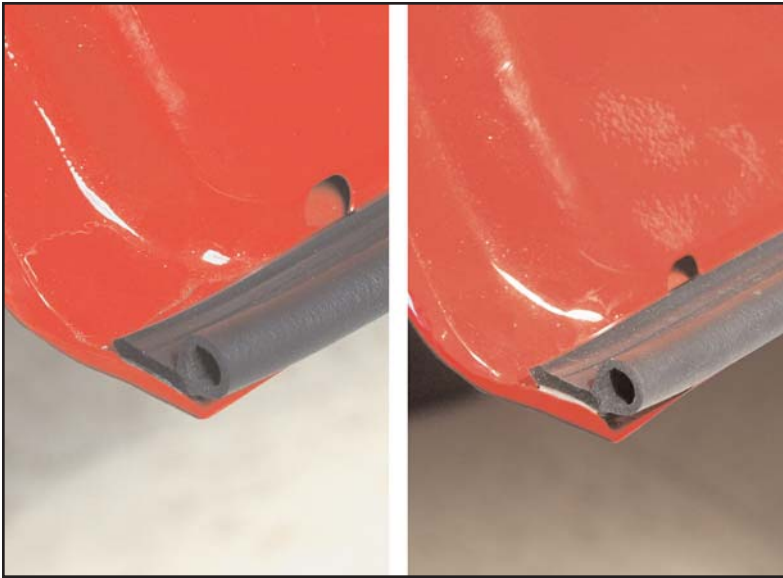
800-362-7183 (for general information, availability and sales)

800-535-8613 (for technical assistance)

website: www.3MAutomotiveTape.com

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These photos contrast the bond line achieved with black Acrylic Plus Sealing Tape ST 1200 from 3M vs. gray Weatherstrip Attachment Tape from 3M on the lower door dust seal of the Dodge Durango.