



Tape or Mechanical Fasteners? More Aftermarket Companies Choose 3M™ Acrylic Foam Tape

(St. Paul, Minnesota) Today more than ever, automobile owners are adding a touch of personal style and customization to their vehicles by attaching interior and exterior moldings, trim and accessories.

Automotive aftermarket product manufacturers have choices for attaching their decorative and protective vehicle accessories, and a growing number are choosing 3M™ Acrylic Foam Tape instead of screws, rivets and clips.

Mechanical fastening methods require holes in body panels and can lead to vehicle corrosion and rust. Mechanical fasteners often require a labor-intensive assembly process, and road vibration can eventually loosen parts, causing water leakage, paint chipping and separation.

J&J Enterprises of Ontario, California, uses 3M tape to attach its new lighted tailgate plates. Company co-owner, Jodie Smith, said the plates have traditionally been attached with screws. “We have found that customers do not like to deface their vehicles by drilling into the sheet metal. In switching to 3M tape, we have saved labor time and provided secure, reliable attachment that does not require the drilling of mounting holes.”

A&A Specialties, a sister company of G.T. Styling in Ontario, California, uses tape to attach its ground effects on the new 2000 Dodge Durango. “Several years ago we used a liquid silicon adhesive and mechanical fastener combination as the attachment system for our ground effects kits. Parts had to be clamped into place while the adhesive cured, and the process was messy and time-consuming. At that time, such fastening systems were commonly used for the attachment of ground effects because people were not confident that tape could provide dependable holding strength,” explained Rick Strauss, director of OE sales for A&A.

According to Strauss, the company saves significant installation time by using 3M™ Acrylic Foam Tape, and avoids the need to drill into certain vehicle surfaces, called Class A surfaces, that void the OEM warranty. “3M has made tremendous advancements in the technology and quality of tape attachment systems, and now we feel completely confident that 3M tape will provide a permanent bond,” said Strauss. “In most cases we have been able to eliminate mechanical fasteners, but for applications where mechanical fasteners are necessary, our objective is to employ only non-Class A surfaces.”

OEMs are becoming increasingly demanding of automobile dealers for warranty claims where an application requires drilling into the sheet metal, which can threaten a vehicle’s finish and warranty. Tape attachment preserves OEM warranty coverage since no drilling is required and corrosion sources such as screws, rivets and clips are eliminated.

3M acrylic foam tape, with its closed-cell acrylic foam core, provides a seal against moisture, salt spray, gas, oil, detergents and solvents. It also resists temperature extremes and UV radiation. 3M acrylic foam tape offers improved conformability for trim-to-vehicle tolerance mismatch and surface irregularities, giving better adhesion and fit.

Designed specifically for automotive applications and approved by automotive OEMs worldwide, 3M acrylic foam tape ensures attachment that lasts the lifetime of the vehicle.

For more information about 3M acrylic foam tape, contact:

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A wide variety of trim and accessories can be reliably and conveniently attached with 3M™ Acrylic Foam Tape.