

News Release

For Immediate Release



Franklin Adhesives & Polymers Develops New Covinax 404 PSA for Use on Vinyl - and More

Sign makers aren't the only ones who will be signing up to use the latest Covinax pressure sensitive adhesive. Although developed especially for use on vinyl, including vinyl letters for signs, Covinax 404 also works extremely well as a permanent general-purpose adhesive.

Franklin Adhesives & Polymers[®], a division of Franklin International, has introduced a new pressure sensitive adhesive, Covinax[®] 404, that is ideal for use with vinyl - yet is versatile enough to be used on a myriad of other substrates.

The division developed Covinax 404, a vinyl acrylic copolymer, specifically for use in adhering vinyl to other substrates. Clearly, it was formulated with sign companies in mind: This newest Covinax adhesive is ideal for vinyl lettering applied on banners and other signage, works on metal and performs well in outdoor environments.

Yet, Covinax 404 also offers a rare balance of good peel and tack with high shear strength (approximately three pounds of peel and 3,000 minutes in shear), making it ideal for use as a permanent general-purpose adhesive. It works well on many substrates, including polyester and paper as well as vinyl.

The adhesive's high shear strength also speeds up the die-cutting process by reducing adhesive build-up on cutting blades. Minimal build-up keeps blades dry and reduces printer misfeeds, increasing productivity in sheet-fed operations.

The new Covinax 404 is among a broad line of removable, permanent and specialty pressure sensitive adhesives offered by Franklin Adhesives & Polymers under

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the Covinax and Micronax® brands. These products offer varying degrees of peel, tack and shear for a wide range of end uses, from masking tape to automotive applications. The division prides itself on its ability to further customize adhesive solutions for specialty pressure sensitive applications.

For more information on Covinax 404 or Franklin Adhesives & Polymers' broad line of pressure sensitive adhesives, visit www.franklinadhesivesandpolymers.com, contact customer service at (800) 487-4583 or send an e-mail to marketing@franklininternational.com.

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***About Franklin International:** Based in Columbus, Ohio, U.S.A., Franklin International was established in 1935 and today is among the largest privately held manufacturers of adhesives sealants and polymers for commercial and industrial applications. Franklin integrates its core competency - emulsion polymerization - into a broad product offering, including glues, adhesives, hot melts, binders, sizing compounds and more. These products are distributed across six continents for use in construction, furniture manufacturing, millwork, paper converting, pressure-sensitive products and fiberglass reinforcement.*

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