

# Product Sales Tool 2011

Permabond 2011 is a high viscosity cyanoacrylate instant adhesive gel, it is ideal for difficult to bond surfaces, vertical application or where non-drip flow control is required. It is also suitable for bonding foams and porous substrates.

## Application Examples



↑ Bonding blinds on bus



↑ Bonding designer light switches



↑ Ideal for hobbies and repair jobs



↑ Bonding edging composites

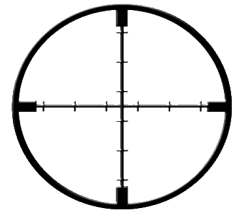


↑ Bonding rubber hopper flaps

	Benefits	Limitations
<b>Solvent Welding</b>	<ul style="list-style-type: none"><li>• Tried, tested and trusted</li><li>• Simplified joint design</li></ul>	<ul style="list-style-type: none"><li>• Can weaken substrate materials</li><li>• Poor appearance</li><li>• Difficulty joining materials other than plastic</li><li>• Solvents in the workplace</li></ul>
<b>MMA-based Structural Acrylic</b>	<ul style="list-style-type: none"><li>• Higher strength</li><li>• Better gap fill</li></ul>	<ul style="list-style-type: none"><li>• Flammability and odour</li><li>• Short open time so assembly must be fairly quick</li></ul>
<b>Permabond 2011</b>	<ul style="list-style-type: none"><li>• Very easy to use, no mixing, easy to dispense and non-drip</li><li>• Can be used to bond dissimilar metals, composites and plastics</li><li>• Fast cure, rapid strength development</li></ul>	<ul style="list-style-type: none"><li>• Certain joint configurations may need re-designing to optimise performance</li><li>• Temperature performance</li></ul>

## Industries to Target

- Maintenance, repair and overhaul
- General DIY
- Quality shoe manufacturers
- General assembly
- Plastic goods manufacturers
- Machinery manufacturers
- Rubber goods manufacturers



## Competition

Competitor	Competitive Grade	Permabond Advantage
Loctite	454	Faster cure Much higher bond strength Better environmental durability
Holdtite	CA44	Faster cure Better gap filling capability
Scotch-Weld (Ritelok)	PR Gel	Faster cure Better adhesion to difficult / acidic / porous surfaces
Cyberbond	2999	Crystal clear Faster cure Higher strength

## Confidential - Sales Tools

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# Product Sales Tool 2050

## Finding Manufacturers

UK - Check out the Applegate directory ([www.applegate.co.uk](http://www.applegate.co.uk)) and head to the products index. From there you can select the desired industry e.g. industrial racking / shelving etc.

UK, Europe, Asia and Australasia - Kompass (see [www.kompass.com](http://www.kompass.com)) is searchable by country and by product. This will yield potential manufacturing leads in your region. Alibaba directory is quite useful for middle Eastern and Asian leads and Ferret.com.au for Australia.

Americas - Thomas directory ([www.thomasnet.com](http://www.thomasnet.com)) is a popular source of information regarding manufacturers of specific products.

Alternatively, Permabond is more than happy to investigate specific target areas for you and can also advise of any branches of multinational Permabond users who may be in your area.

[www.permabond.com](http://www.permabond.com)

• Americas - 732-868-1372

• Asia + 86 21 5773 4913

• Europe +44(0)1962 711661

[info.americas@permabond.com](mailto:info.americas@permabond.com)

[info.europe@permabond.com](mailto:info.europe@permabond.com)

[info.asia@permabond.com](mailto:info.asia@permabond.com)



### Additional Resources

#### Application Profiles Available:

- Bus blind
- Body preparation
- Handmade cards
- Iron ore hopper
- Jewellery
- Shoe insoles
- ID tag
- Trophy

e-mail [help.europe@permabond.com](mailto:help.europe@permabond.com)  
or [help.americas@permabond.com](mailto:help.americas@permabond.com)

## Our Science ... Your Success

### Business Development

Permabond's business development team will support your efforts finding manufacturers in your area. Contact Permabond for assistance prospecting as well as for sales tools and training information.

### Sales

Permabond's sales engineers are available to support you in selecting the best possible adhesive solution for your customer, as well as further training and joint visits.

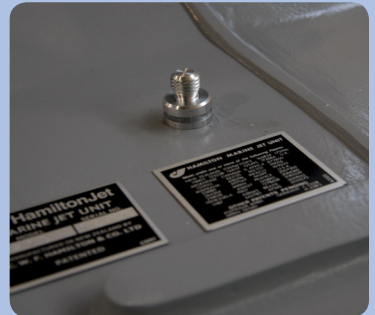
### Technical Support

The experienced team of Permabond chemists is on hand to support you with product information, testing, and custom formulations.

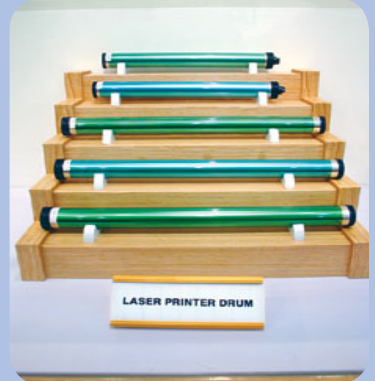
## ...More Application Examples



↑ Bonding boot insoles



↑ Bonding ID labels to equipment



↑ Bonding optical drums for printer



↑ Bonding porous substrates

**Permabond**  
Engineering Adhesives

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