

CASE STUDY

Glue Dots Helps Manufacturer Preserve Treasure

DOT SHOT[®] PRO



Branding and labeling unfinished wood pieces allows manufacturers to effectively sell products. Upon discovering that their brand's label wouldn't adhere to a new product, a leading manufacturer of unfinished pine products discovered that Glue Dots International (GDI) had the right adhesive solution.

The Problem

Label Doesn't Adhere to Porous Surface

The manufacturer's new pine Treasure Chest's porous surface wouldn't allow the branded label to adhere. The two-sided label had to be easy to remove without tearing, yet withstand the rigors of shipping. Initially, the company tried to use staples, but that resulted in torn labels and damaged the pine. The best solution was to use an adhesive, but the porous nature of the wood and the label requirements made finding the right adhesive a challenge.

Time was running out and the manufacturer needed a quick solution to meet a shipping deadline. "We had a relatively tight time line to build and ship the Treasure Chest for the Christmas season," said the president of the manufacturing company.

The Solution

Glue Dots Allow Label to Adhere to Pine

The manufacturer worked with Glue Dots and determined that the Super High Tack, Stitch Pattern met all of the requirements. According to the company president, the Stitch Pattern (a row of adhesive dots spaced close together) provided the necessary adhesive coverage to compensate for the wood's surface properties and the tack level held the label in place throughout the shipping process.

To apply the Glue Dots the manufacturer used the versatile, hand-held Dot Shot[®] Pro applicator. Fast and easy to use, the applicator made short work of applying adhesive patterns. "We found it to be a simple and cost-effective way to apply the Glue Dots," stated the president.

The Result

Treasure Chest Label Gold

Using Glue Dots' adhesive solutions, the Treasure Chests shipped on time, and met the customers' quality expectations. "Because our products are made from natural materials, we are very mindful of protecting their integrity," stated the manufacturer's president. "Using Glue Dots with the Dot Shot Pro improved the speed of adhesive application and ensured our label's presentation while preserving our product."



Key Takeaways

- Glue Dots[®] Brand Adhesives adhered the label to a porous surface
- Super High Tack, Stitch Pattern Glue Dots enabled the label to withstand shipping
- Using Glue Dots and Dot Shot[®] Pro improved efficiency while preserving the product and the brand

