

CASE STUDY

Manual Application Achieves Automated Standards



One of the largest publication printers in the United States, which provides automated and manual print services, was seeking a high-quality, cost-effective, adhesive solution to replace double-sided tape used for specialty projects. The printer quickly determined that Glue Dots® products were the right solution.

The Problem

Double-sided Tape Doesn't Meet Standards

Using permanent and removable double-sided tape, employees worked on specialty attachments, binding repairs and page changes. Applying the double-sided tape was labor intensive and failed to maintain the integrity of printed materials, making it costly to use.

The Solution

Specialty Adhesive for Specialty Applications

Looking to maintain the integrity of their print materials, the company began using Glue Dots' MatrX® adhesive pattern. Available in removable and permanent formulas in ¼" and ½" widths, MatrX features a continuous pattern of pressure-sensitive micro dots that provides a clean, consistent coverage without leaving residue.

The ¼" MatrX adhesive was selected and then applied with the Dot Shot® Pro hand-held applicator. The print company's employees were able to quickly and effectively switch between removable and permanent formulas, meeting the specific needs of each project. Easy-to-use without compromising the integrity of the printed materials, the printing company's post-press department found the MatrX pattern to be the right solution.

The Result

Increased Manual Efficiency With Automated Quality

The Dot Shot Pro hand-held applicator, combined with the MatrX adhesive pattern, increased productivity and maintained quality standards. The bindery machine manager stated, "It gave us an option to do handwork and keep the same quality standards that our customers expect from our automated equipment."

The Dot Shot Pro and MatrX adhesive combination became the right solution which "paid for itself in the time saved to do the job." The printing company continues to use Glue Dots adhesive products and continues to use Glue Dots adhesive products on a regular basis.



Key Takeaways

- ¼" wide MatrX® adhesive performed better than doubled-sided tape
- Quick, clean release of MatrX, paired with the Dot Shot® Pro, increased efficiency
- Permanent and removable adhesive formulas protected the integrity of materials
- Automated post-press quality was achieved with a manual applicator

