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SWANN CHEMICAL COMPANY

AROCLOR ADHESIVES

APPLICATIONS:

The Aroclor Adhesives are intended for use where the ordinary types of glues and adhesives can not be made to work satisfactorily. The Aroclor Adhesives are thermoplastic, that is, they are hard, and in certain cases brittle, when quite cold. They tend to soften at hot summer temperatures. Aroclor Adhesives are never applied in solution; they are always applied hot and become "set" immediately upon cooling. The temperature of application varies from 70°C. (158°F.) to 100°C. (212°F.), depending upon the particular adhesive being used.

Aroclor Adhesives may be used for cementing the following types of materials:-

Metal foil to foil, to paper or to chip-board.
Lacquered paper or lacquered metal foil to itself, to paper or to chip-board.
Varnished paper to carboard or pulp board, as in making liners for bottle caps.
Moistureproof cellophane to carton stock (in cases where the adhesive is applied in spots or lines; not where it covers the entire interface between cellophane and carton stock).
Wax paper to wax paper, in cases where the usual heat seal is not sufficiently strong.
For special adhesive jobs, where the electrical non-conductivity, the resistance to action by chemicals, or the relative freedom from odor of the Aroclor Adhesives make them of special value.

Consideration of the general uses outlined above indicates that applications for Aroclor Adhesives are to be looked for mainly in (1) the industries that have special problems in wrapping or packing; (2) the industries that manufacture fancy packages (such as the highly-colored lacqured or foil-covered packages and cellophane-lined cartons) and liners for bottle caps and cosmetic jar lids; and (3) in specialty manufacturing industried.

COMPETITION:

The animal and vegetable glues are not, strictly speaking, competitive with the Aroclor Adhesives. The glues are, in general, used for purposes where the Aroclor Adhesives are not suitable and the reverse is true. As a rule, it is useless to try to replace an animal or vegetable glue with an Aroclor Adhesive unless the prospect shows clearly that the glues he has attempted to use do not work.

There are a number of competitive resinous adhesives on the market. They are marketed under special trade names or numbers, such as Mikah E.L.P. Gum, Arabol Adhesive #2909, and others. Most of them have a pronounced odor when hot and retain some odor when cold. Many of them are dark in color.

ADVANTAGES:

When the proper Aroclor Adhesive is chosen for the specific job, it has excellent adhesion. The Aroclor Adhesives have only slight odor when heated to the application temperature, and practically no odor when cold. They are light in color and certain grades are quite transparent in thin layers.

Mr. Paul Logue - B'ham:

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The Aroclor Adhesives are non-corrosive. They do not oxidize or harden when held in the glue pot for prolonged periods in contact with the air at application temperatures. They are readily applied and hold their heat better in thin layers than the competitive adhesives, thus permitting a better bond to be made before they cool and set.

PROCEDURE:

Prospects for Aroclor Adhesives should be requested for the following information:-

1) What type of surfaces are to be cemented (obtain samples if possible)
2) What method of application is being used; application in solvent or hot application? Get description of applying machine and limiting practical applying temperatures. Is hot application objected to? What are the objections?
3) What temperature range will the cemented product be subject to in storage and in ordinary use?
4) What adhesives have been used and specifically what are the objections to them?
5) If possible, obtain the cost of adhesive now being used.
6) What quantities of adhesive are used? If possible, determine how much adhesive is applied per unit of area to the surfaces cemented together.

As a general rule, the prospect should not be encouraged to obtain samples of the Aroclors and proceed to make mixtures of his own. The solution of his problem will be expedited if the salesman will send in answers to the above questions and obtain recommendations as to the most suitable Aroclor Adhesive.

RESTRICTIONS:

Patents have been applied for, covering the Aroclor Adhesives. These patents, when issued, will be owned by Swann Chemical Company. There are no restrictions by agreements with other companies, and, as far as is known, no restrictions imposed by patents held by other companies.

REFERENCES:

When a prospect shows interest in the Aroclor Adhesives, detailed information should be sent immediately to T. S. Foley of our Birmingham office, who will make recommendations as to the type of adhesive most suitable for the particular application. Send a copy of such information to the New York office.

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