

Spotlight on Afera Gold Sponsor adhesive supplier H.B. Fuller

H.B. Fuller Global Business Director for Tapes, Labels and Graphics Brice Bardel discusses the significance of his company's U.V. technology, the major shift towards product sustainability, sophistication and innovation, and their experience with Afera



One of Afera's actively participating Members and a Gold Sponsor of [our upcoming Thessaloniki Conference](#), adhesives manufacturing company [H.B. Fuller](#) has been in the Industry for more than 135 years and is the world's largest pureplay adhesive supplier. H.B. Fuller provides the tape industry with a full breadth of technology solutions, such as microspheres, solvent-based acrylics and rubbers, water-based acrylics and UV-curables.

A global company with presence worldwide, H.B. Fuller has brand recognition in Europe, North America, South America and Asia, where they target high-end tape applications such as masking tapes,

which require repositioning while protecting application surfaces, and high-heat resistant tapes. H.B. Fuller prides itself on having product and technology availability on a worldwide basis. A few standout product lines within their tapes business include Swift®col A (solvent-based acrylic pressure-sensitive adhesives (PSAs)), Swift®col R (solvent-based rubber), Swift®melt Earthic®, which are sustainable hot-melt PSAs, and Fulltak™ PS, which are water-based PSAs.



H.B. Fuller

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Their competitive edge

Based in France, Brice Bardel, global business director for tapes, labels and graphics at H.B. Fuller, has been working in the PSA tapes industry on the adhesive supplier's side for the last 15 years. "Our extensive portfolio includes all technology types, including solvent- and water-based acrylics, microsphere, solvent-based rubber, hot melt and UV-hot-melt PSAs,"



he commented. “Notably, our U.V. technology stands out as a patented innovation by H.B. Fuller, showcasing our commitment to pioneering advancements in adhesive solutions.” This broad spectrum of technologies enables the Company to provide tailored adhesive solutions which enhance performance and efficiency across various applications.

The trends they see

Sustainability

“To no one’s surprise, there has been a large shift towards sustainability. Consumers want to feel like they are helping the planet by purchasing products which support sustainable initiatives,” said Mr. Bardel. “Because of this, our industry is constantly looking to develop sustainable tapes and labels for the consumer.” As an adhesive supplier, H.B. Fuller is continuing to put a large number of R&D resources towards developing sustainable products for the market, such as recyclable labels, wash-off products, which allow packaging to be recycled, and bio-based adhesives.

“Going forward, as I mentioned, I think sustainability will continue to be a key driver for our market,” Mr. Bardel explained. “To play in this industry, you will need to be focussed on providing sustainable and responsible solutions.

Increased expectation of products

“Furthermore, I think consumers have also increased their expectations of products. For example, now masking tapes should be adherent to all paint technologies, repositionable so a consumer can re-use or adjust the product while they are working, and removeable without damaging



the surface. We will continue to provide the market with solutions with increased functionality to give the consumer the best user experience possible.” To address the increasing expectations of products, H.B. Fuller has formulated their Gel-Tac® product line, a microsphere technology, that is ultra-repositionable, surface-safe and instantly tacky.

Innovation

Over the past five years, H.B. Fuller has remained focussed on its core strategy of pushing the boundaries of adhesive tapes technology by achieving higher solid content and eliminating CMR solvents, ensuring safer and more sustainable solutions. Their dedication to innovation is exemplified by the development of their unique patent on U.V. hot-melt PSAs (UV-HMPSAs), setting a new standard for the industry. H.B. Fuller furthermore prioritises collaboration with organisations like RecyClass and the Association of Plastic Recyclers (APR) to ensure their products contribute to a circular economy and meet stringent recycling standards.



On learning about Afera

Mr. Bardel had been aware of Afera for many years through an organisation in an adjacent technology, [FINAT](#). Around a decade ago, H.B. Fuller had the opportunity to become [a Member of Afera’s Technical Committee](#) following some collaborative inter-association meetings. “Under Afera, various elements of the adhesive tape value chain come together in a progressive,

forward-looking association which continues to embrace the evolving landscape of self-adhesive tape applications and markets,” he explained. “It was easy to see that then, and it has evolved positively ever since.”

For more information, visit www.hbfuller.com.