



## 5 REASONS TO INVOLVE AN ADHESIVE CONVERTER EARLY IN YOUR DESIGN PROCESS



Congratulations! You're developing a new product (or let's imagine you are).

You've put all-out effort into brainstorming, initial research, ideation, design, supply chain development, scaling up production, and testing. Whew!

However, there's one simple thing looming that could derail your plans: the adhesive used in the product. No kidding; because you haven't yet given proper thought to the adhesive, the project could be in serious trouble.

What many may consider an afterthought is about to blow up in your face with a failed adhesive and countless wasted hours and dollars. But wait! You have a chance to avoid this scenario, and here's how: getting a converter involved in the project early in your process.

Read on for the 5 reasons why that's a brilliant idea.

# 1. Improved Product Quality

Flexible material converters **know adhesives**. It's what they cut, shape, and transform into usable products every day. They use the latest, sophisticated converting equipment and understand how to get the most from product advancements and innovations. That all results in **high-quality products**.

If adhesion is vital to your product's short- and long-term performance, you'll want the insight of an experienced precision converter. Whether a temporary or permanent bond, the adhesive will exactly match what's needed, so it delivers what's expected. **Poor quality** is just one serious consequence of choosing the wrong adhesive, but it's a big one.



# 2. Time Savings

There's no way around it; developing products takes time. A **mistake** can lead to months of rework: new components, updated drawings, altered processes, and industry approval (if needed). Launch dates are moved, opportunities are lost, a chance to enhance your **brand reputation** is gone, and the possibility of growing **market share** is missed.

An adhesive converter, **if engaged early**, can use their experience to catch potential product failures. Plus, they **design for manufacturing** (DFM), so your project gets produced better, faster, and more economically (see #3 below), and they help you **scale up** quicker and smoother.



# 3. Money Savings

"Time is money," of course, so any time saved on a project is **money saved**, too. In addition, labor costs are saved when an adhesive converter's **on-staff experts** jump in to address a problem that a manufacturer may have to hire out to handle.

Early in a product's development stage, a converter sources the **right materials** to use. And if that converter is a certified 3M Preferred Converter, they have access to the most advanced adhesives and receive **discounts** that they can pass along to customers. Having trusted partner status in the 3M converter solutions queue also **speeds up** customer deliveries.



Another money-saver is a converter's ability to evaluate a product's tolerance needs, which could be expensive if unnecessarily tight or over-engineered. This is an example of how the right adhesive converter invests time to understand and meet project needs and **budget requirements**.

## 4. Start-to-Finish Capabilities and Solutions

You can't benefit from an adhesive converter's ability to **guide a project** from concept to solution if they're not involved early in the process. The right converter excels at handling the entire project, from selecting the right materials (see #3) to creating a **customized adhesive solution** that meets a company's needs (exact sizes, shapes, and formats).



A converter with a **problem-solving mindset** wisely deploys various **capabilities**: die cutting, slitting, spooling, flexo and digital printing, automated assembly, laminating, and more.

## 5. Better Experience and Peace of Mind

Including an adhesive converter early may not be considered a crucial part of the **product development** process, but it should be. An experienced precision converter's early involvement gives proper attention to the adhesive, makes sure the right tests are run, scrutinizes the manufacturing process, and increases the application's **chance of success**.



It's comforting when you know you're partnering with someone who's seen it all. Waiting until late in the project to include your converter unnecessarily adds uncertainty and **potential disaster** to the project. Treat your converter as a partner, and you'll get a problem-solver, a budget hawk, an industry leverager, and an end-to-end **expert**.

Your future long-term success depends on how you evaluate and choose a converting partner. Want to talk more about it? Strouse can answer all the questions you have.