



# News Release

For Immediate Release

## Franklin Adhesives & Polymers Launches New, Repositionable Micronax<sup>®</sup> Microsphere Technology

*With new Micronax microsphere technology, Franklin Adhesives & Polymers brings a new level of repositionability to adhesives for use in a wide array of applications, from product decorations to wall decals. This division of Franklin International can customize microspheres to meet unique requirements for customers.*

Franklin Adhesives & Polymers, a division of Franklin International, has a big solution for label makers and a host of other manufacturers that require repositionable adhesives: The division has just launched its new Micronax microsphere technology.

Microsphere technology provides the highest degree of repositionability of any type of pressure sensitive adhesive (PSA) available. Micronax microsphere technology uses particles - or spheres - that are larger than particles found in conventional emulsion adhesives. The larger size of these still-microscopic spheres has a big impact on adhesive tack. The spheres create a discontinuous adhesive surface that limits physical contact with a substrate, resulting in easy removability and stable adhesion over time. The microsphere adhesive holds labels firmly in place on most substrates yet is ultra-removable and permanently repositionable.

Conversely, smaller particles used in conventional emulsion adhesives combine into a continuous film that typically does not enable clean removal of labels without damage to the labels or the surface to which they're applied.

The development of Micronax microsphere adhesives opens up new possibilities for adhesion to customers in a broad array of industries. They are ideal for use with everything from product decorations, wall graphics, temporary signage and repositionable notes to arts and crafts and advertising pieces. They also have been approved for FDA indirect food contact and,

therefore, have applications in the food-packaging industry. Application versatility grows with the ability of products coated with Micronax microspheres to be screen-printed without adversely affecting adhesive performance.

To meet diverse applications, Franklin Adhesives & Polymers has developed two lines of Micronax microsphere adhesives: the 240 and 250 series. Adhesives in both are acrylic-based and available in a broad range of viscosities, with performance properties tailored to customers' needs. The 250 Series is distinguished by its much higher solids content for reduced drying time when applied and higher productivity.

Although both new Micronax series are designed to meet most application requirements, Franklin Adhesives & Polymers also is prepared to develop custom formulations when appropriate. The company can modify sphere sizes from 20 to 80 microns for a customer's individual requirements. The customer can easily dial in performance characteristics for a specific application.

"Micronax microsphere adhesives are one of the most exciting developments to emerge from our R&D lab," said Mike Witte, business manager, pressure sensitive adhesives at Franklin Adhesives & Polymers. "We are thrilled to expand our PSA offerings to include unique Micronax technology and to continue offering our expertise and service to meet each customer's specific adhesive requirement."

The new microsphere adhesives expand Franklin Adhesives & Polymers' broad line of removable, permanent and specialty pressure adhesives, offered under the Covinax<sup>®</sup>, Acrynax<sup>®</sup>, and, now, Micronax families. These adhesives offer varying degrees of peel, tack and shear for virtually any end use, from labels for pharmaceutical containers to automotive applications.

For more information on the Micronax 240 or 250 series of microsphere adhesives or to investigate formulation of the ideal microsphere adhesive for a particular application, manufacturers can visit [www.franklinadhesivesandpolymers.com](http://www.franklinadhesivesandpolymers.com), email [marketing@franklininternational.com](mailto:marketing@franklininternational.com) or contact Franklin Adhesives and Polymers' Technical

Service at 1.800.877.4583. As part of the division's color-coded system for identifying product types, pressure sensitive products are easily distinguished through a deep-red color, used in the Micronax logo launched with the sub-brand.

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***About Franklin International:*** *Based in Columbus, Ohio, U.S.A., Franklin International was established in 1935 and today is among the largest privately held manufacturers of adhesives, sealants and polymers for commercial and industrial applications. Franklin integrates its core competency - emulsion polymerization - into a broad product offering, including glues, adhesives, binders, films, sizing compounds and more. These products are distributed across six continents for use in construction, furniture manufacturing, millwork, paper converting, pressure-sensitive paper products and fiberglass reinforcement.*

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