

Release Coating Success Story

Customer:

Pressure Sensitive Label
Manufacturer

HERMA GmbH

Stuttgart, Germany

Challenge:

Overcome line speed
limitations; realize growth
potential

Solution:

Syl-Off[®] Advantage Series
high-speed silicone release
coating system with anti-
misting capabilities



HERMA overcomes line speed limitations with Advantage Series

HERMA GmbH, headquartered in Stuttgart, Germany, produces pressure sensitive labels under its own brand name as well as products for label printers. With strong sales in Germany, Russia and elsewhere in Europe, HERMA is well positioned to grow its business into other parts of Europe.

However, to compete in a larger market, HERMA needs to produce more labels, faster, without adding to the company's costs.

In 2003, the company attempted to increase its line speed but was unable to do so. According to Dow Corning Sales Representative Juergen Eberhardt, "With the solventless silicone coating HERMA was using at the time, the maximum line speed was about 650 meters per minute. Above that speed, a fine silicone mist would begin to form at the coating head."

Misting is a common problem in high-speed solventless silicone coating operations and one that raises concerns about worker health and safety. Luckily, Dow Corning was already developing a solution – a new *Syl-Off*[®] Advantage Series high-speed solventless silicone coating system with anti-misting capabilities.

Increased Speed without Increased Cost

Eberhardt says, "By using *Syl-Off* Advantage Series, HERMA was able to increase its line speed from 650 to 800 meters per minute without creating mist, sacrificing release performance or increasing its coating costs."

HERMA was one of the first companies in the world to adopt the *Syl-Off* Advantage Series high-speed coating system and has been using it successfully since 2004.

Dow Corning worked closely with the HERMA team to implement the Advantage Series solution, providing application recommendations, laboratory trials and assisting with machine trials at HERMA's Stuttgart facility.

HERMA's Research and Development Director Ulli Naegele says, "Only the Advantage Series gave us the opportunity to increase the line speed without generating mist and to reduce the platinum level. We have been using the Advantage Series with success for more than two years. The product has been a real benefit for HERMA."

About Syl-Off® Advantage Series

Syl-Off Advantage Series was created to help label makers reduce their vulnerability to rising platinum metal prices and other cost-related issues while optimizing performance. Advantage Series coatings have unique crosslinker architectures and require less platinum to cure.

Advantage Series is not a single coating, but a complete release coating toolbox. The system includes a comprehensive selection of base polymers, crosslinkers, release modifiers and catalysts. System components are engineered to give users maximum flexibility in controlling line speed, cure, release performance and cost.

For More Information

There are many ways Dow Corning can help you develop new products, expand into new geographic markets, improve your productivity and drive down costs. We offer services, solutions and choices you may never have imagined.

For more information about the full range of release coating options available from Dow Corning, consult the Dow Corning Pressure Sensitive Solutions website, www.dowcorning.com/psi.

For product selection, formulation and application advice, contact your nearest Dow Corning Technical Information Center.

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Printed in USA

AGP8063

Form No.30-1183-01

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