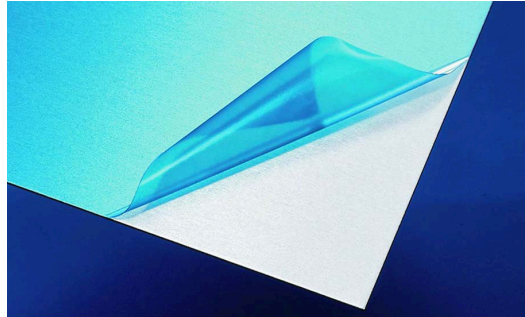


How to choose your removable PE protective film

- a macrowill "mini- manual"



Your products are your public face. You want them to look their best.

It's more than visual appearance.

Well-protected and presented components and products inspire your customers.

Damaged goods equate to returned goods, dissatisfied customers all of which have a financial implication and adverse impact on your reputation and therefore business.

How do you choose the optimal solution to protect them, during processing, assembly, transport and arrival at final destination?

By design, removable protection film is a temporary measure.

How it works, and what it leaves behind it, is crucial to the ongoing perception of your business.

"We've all experienced the anger at trying to remove a sticky price tag from a gift to find it leaving a gooey reminder of its presence.".....

There are firstly a few pertinent questions to ask...

- What are you wanting to protect?

Smooth or rough surfaces have different requirements in adhesion.

Likewise, different materials require specific adhesives (you wouldn't use cement to fix a window in place!)

Some materials may leech chemicals or stimulate a chemical reaction

Anything electronic will need protection from static and moisture.

Is the visual appearance of your finished component or product critical (this will affect the clarity/ opacity of the film chosen).

- Have you considered the downstream processes that the product will go through before achieving its final form?

Any forming, drawing or bending may require the film to be more elastic.

Heat impacts adhesion.

Any mechanical fabrication will require the correct selection of film to ensure it does not lift at the processing edges.

- Does the film need to deliver weather protection too?

If stored outside for a length of time, the film may be subjected to wind, moisture and UV.

All will impact on durability of both film and adhesive. The addition of UV stabilisation is part of the specification process and design of your specific protective film solution.

- How easy should the film be to remove?

On the whole, it needs to be easily removable, and leave no residue, when required. That has to be balanced against resistance to peeling from buffeting or manhandling during processing and transportation.

Equally, if your component is stored upright at any stage, will the protective film still remain intact?

- How critical is a residue-free surface once the protection film is removed?

If additional processing is to be undertaken to the component, it will need to be clean-completely dust and debris-free.

- How visible should the film be?

The obvious presence of the film can be important for safety and branding.

A tinted film on glass signals the pane's presence during construction for safety.

A tinted film indicates its presence in protecting during transport whilst identifying its presence (and need for removal) on reaching its final destination.

A printed film can communicate a message and/or reinforce your branding.

The answers to those key questions will help you clarify in your mind exactly what you require.

That in itself expedites the whole selection process: you can be clear in your brief to your supplier, and get the optimum solution for your specific need.



macrowill plastic engineering uk
t: 07423 208362
e: info@macrowillplastic.co.uk
w: www.macrowillplasticworld.com