

THE ENGINEER'S BRIEF

Volume 1, Issue 1



Fortune 1000 OEM Solves "Sticky" Problem After Switching to New Powder-Coated Paint

The Problem

Bayer Corporation, a large healthcare equipment company, was experiencing an adhesion problem with their product identification decals. In effect, the decals they were using on their blood testing equipment were literally falling off. The company Engineers guessed that the adhesive on the decals was possibly defective. Overall, the implications from this problem were potentially very costly. If the decals would not adhere properly, they would not be able to ship their products, and could possibly lose business and miss new market opportunities.

The Solution

Realizing it needed a timely solution to this problem, Bayer contacted Visual Marking Systems, based in Twinsburg, Ohio; considered to be an expert in providing product identification solutions. Bayer knew that VMS worked closely with product engineers to specify the ideal materials and processes for decal applications. VMS immediately came out to visit the facility to assess the situation. They learned that the equipment paint process had recently been changed to a new powder coating material. VMS determined this new process altered the surface energy of the paint, causing a different bonding effect with the adhesive on their decals. The VMS Engineers determined the proper adhesive to use on the new substrate and worked closely with the Bayer engineers to review every



blueprint and make the necessary revisions to correct the problem. The whole process was completed quickly and efficiently.

The Result

In addition to providing a complete and timely solution to Bayer's decal adhesion problem, VMS assisted Bayer with another issue relating to their paint process change; UL certification. Because the existing equipment had already been submitted to UL for certification, Bayer also needed to have the **new** labels submitted and approved in order to stay in compliance. Again VMS helped Bayer by attaining UL certification for the new decals in a timely manner. As a result, the company avoided additional problems and was "back on track" at providing quality equipment to their customers.



VMS Corporation is a leading manufacturer of pressure sensitive markings including Overlays, Decals, Nameplates and Labels. If you wish to learn more about designing state-of-the-art product identification in a timely and cost effective manner, VMS offers a:

**FREE AUDIO CASSETTE:
"5 Keys to Superior Product
Identification"**

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