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NOVEL STYRENE-ISOPRENE BLOCK CO-POLYMER FOR HOT MELT LABEL ADHESIVES

Styrene-Isoprene block co-polymers are useful for label adhesives because they are easily made into pressure-sensitive adhesives (PSA) that bond also to olefin substrates, have excellent moisture resistance, and have good low-temperature properties. However, SIS-based adhesives can have high elasticity, which reduces the ease of die-cutting the adhesive. TSRC has developed a novel SIS polymer that provides a PSA with low elasticity. This presentation will compare the rheological profile of PSAs based on this new polymer to PSAs based on SIS polymers currently used in hot melt label adhesives. Additionally, adhesive formulae are presented, and the relationship between adhesive rheological and PSA properties will be discussed.