



## NovaCryl™ 3091

**Styrene Butadiene Adhesive for Permanent or Tight Removable Pressure Sensitive Applications**

### Description

**NovaCryl 3091** adhesive is a carboxylic modified styrene/butadiene latex which can be used alone or in tackified adhesives for PSA applications. This adhesive displays low to moderate initial tack, initial adhesion and ultimate adhesion and excellent shear strength. It also has a cold-sealable characteristic for package wrapping applications. **NovaCryl 3091** is compatible with many formulating ingredients such as wetting aids, thickeners, tackifier resins, etc.

### Typical Dispersion Properties

Property	Typical Value
% Solids	50%
Viscosity (Brookfield, #2 Spindle, 60 RPM)	50 – 150 cps
Glass Transition Temperature (Tg) Calculated	-50°C
Ionic Character	Anionic
pH	7 - 8
Pounds/Gallon	8.3
Specific Gravity	1.0
Surface Tension	50 dynes/cm
Average Particle Size	175 - 215 nm
Mechanical Stability	Excellent

### Typical Adhesive Properties

Property	Test Method	Typical Value
180° Peel Adhesion, Stainless Steel	PSTC 101 - after 30 minutes - after 24 hrs - after 1 week	0.5 pounds/inch 2.0 pounds/inch 2.3 pounds/inch
Loop Tack, Stainless Steel	PSTC 16	0.7 pounds/inch width
Static Shear, Stainless Steel ½" x ½", 500 gram load	PSTC 107	> 100 hours

All adhesion property testing was done on direct coated 2 mil polyester facestock, no latex modifications.  
Target coating weight = 22 g/m<sup>2</sup>.

#### Coater Ready Products

NovaCryl 3091 A – Wetting Aid Added  
 NovaCryl 3091 B – Wetting Aid, Defoamer Added  
 NovaCryl 3091 C – Wetting Aid, Defoamer Added, Adjust Viscosity/Solids

**NOTE:**

Although the data supplied above is believed to be accurate, each user is advised to make an independent determination as to whether the described product(s) is/are appropriate for a particular use or application, whether such use will comply with all applicable laws or regulations, or whether such use will infringe the intellectual property rights of third parties.

Revised December 14, 2007

