

EXHIBITOR CASE STUDY

We caught up with Permabond to talk about the company's 13-year growth story at the Advanced Engineering Show...

How long has Permabond exhibited at Advanced Engineering, and why do you keep coming back?

We've been exhibiting at Advanced Engineering since 2012, which feels like an age ago now! Since this is set to be our thirteenth time exhibiting, there must be something that makes us keep coming back, and indeed we find that the show pays for itself in terms of increased brand awareness, exciting leads and in-depth conversations with experts at the forefront of their industry. Our continued presence at Advanced has helped to build Permabond's reputation as one of the most reliable adhesive manufacturers in the UK. People expect to see us at the show and seek us out to discuss their bonding applications.

The quality of visitors is something we particularly appreciate about Advanced. This works two ways, as it tends to make conversations far more pertinent and worthwhile for our business, as we get to speak with ready buyers who are facing genuine bonding challenges that we can help with. It also means that we're getting seen and known by people who can help to expand our reach.

What will feature at Permabond's stand at Advanced this year?

This year we'll be showcasing some of our breakthrough adhesives for bonding challenging plastics such as polyolefins and nylon, as well as other standout products that can help with a wide variety of applications.

The Permabond TA46XX range, including products such as Permabond TA4611 and TA4631, have unique properties that allow them to bond low surface energy plastics such as polyethylene and polypropylene without any costly surface preparation. This enables significant time and cost savings compared to using other bonding methods on these substrates.

Permabond [TA4550](#) is a truly groundbreaking product which readily bonds nylon 6, 6.6 and 12, another notoriously tricky material for adhesive bonding. Like TA46XX, it requires no primers or surface prep before bonding, and is excellent not only at bonding nylon, but also other plastics, composites and metals. It is also proving a popular solution for bonding a wide variety of 3D printed plastics.

We'll also be showcasing a bike from [Field Cycles](#), a company pioneering the manufacture of bikes handmade right here in the UK. Based in Sheffield, they've traditionally made bikes purely out of steel but have been experimenting lately with using different metals and composite materials. At Advanced, they'll be bringing one of their latest models made using titanium and carbon fibre, all bonded together using Permabond ET5429. This two-part epoxy is ideal for bonding composite materials and assemblies and offers outstanding resistance to stress, impact and vibration, making it the ideal candidate for bonding this bike.

Finally, you can also find out about other key products such as Permabond 712, a cyanoacrylate that withstands continuous underwater exposure, and Permabond TA4208 Black, a structural acrylic with a special chemistry that allows for bonding through oily surfaces and oxide layers.

You can find out more about Permabond by visiting the company's website, www.permabond.com, or alternatively check out its LinkedIn profile at www.linkedin.com/company/permabond-engineering-adhesives.

Permabond
Engineering Adhesives



Permabond's 2024 stand at AES



Permabond's 2012 stand at AES

Visit Permabond at stand S120

