

# DON'T JUDGE DUCT TAPE

BY ITS

# COVER ALONE

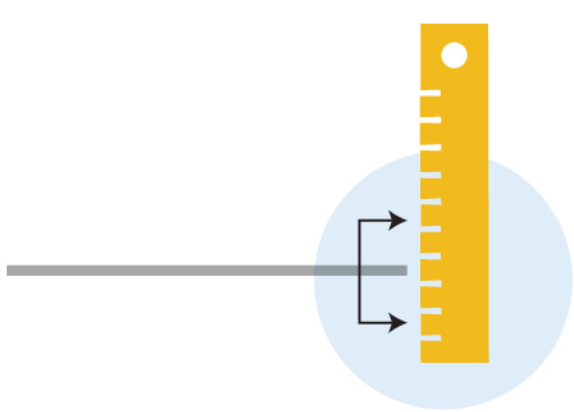


THICKNESS IS ONE, BUT NOT THE ONLY, FACTOR TO CONSIDER WHEN BUYING DUCT TAPE. THE MAKEUP OF DUCT TAPE'S THREE LAYERS – FILM, CLOTH, ADHESIVE – AS WELL AS THE TASK AT HAND, DETERMINES A TAPE'S PERFORMANCE. EVALUATING A TAPE USING THESE COMMON PERFORMANCE CRITERIA WILL HELP YOU CHOOSE THE RIGHT TAPE FOR EACH JOB.



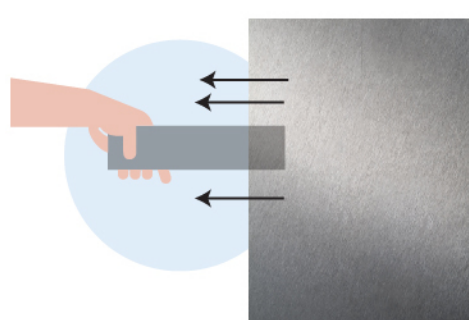
## THICKNESS

Measured in mils, thickness is often thought of as a reflection of a tape's overall strength; however, it is not always indicative of a tape's adhesion or holding power. It's important to evaluate thickness in coordination with other performance measurements when choosing a tape.



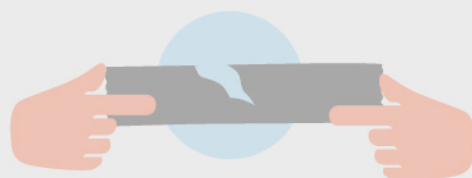
## ADHESION TO STEEL

Measured in ounces/inches, the higher the number the more force it takes to remove once applied. NOTE: Adhesion to steel does not directly correlate to adhesion on other surfaces such as brick or kraft.



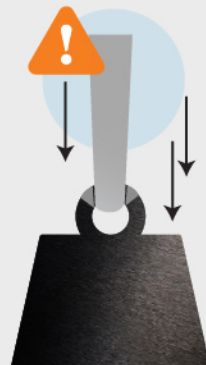
## TENSILE

The amount of force required before tape breaks. Measured in pounds/inches, the higher the number the more stress the tape can endure before breaking.



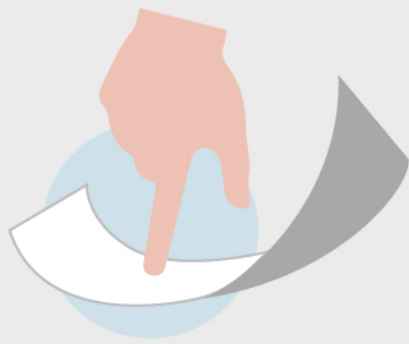
## SHEAR

Holding power or the ability of the tape to resist slippage. Measured in minutes, shear is particularly important in applications where the tape is holding something in place such as hanging poly on a wall.



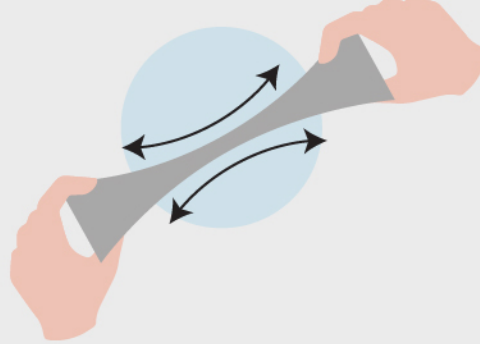
## TACK

The initial affinity a tape's adhesive has for a substrate. Good finger tack, or quick stick, is not always a reflection of strong adhesion or shear.



## ELONGATION

The amount a tape has stretched, lengthwise, just before breaking. Measured in percent, the higher the number the more give the tape has.



## ADHESION TO BACKING

The ability of the tape to adhere to itself. Measured in ounces/inches, adhesion to backing is important in applications where the tape is layered or shingled.

