

Appli-Tec Increases Inquiries, Organic Traffic with Redesigned Technical Data Sheets

Salem, NH-based specialty adhesives manufacturer Appli-Tec, Inc. provides website visitors with technical data sheets (TDS) for its adhesive products. Previous to the TDS redesign, the engineering team would create the TDS in MS Word and then save each document as a PDF, which was then uploaded to the website.

Problem: The PDFs couldn't be optimized for search, and it was next to impossible to track website inquiries for them.

Solution: Make each TDS an html web page, and include the option for PDF download – *without having to create a separate document in Word or Adobe.*

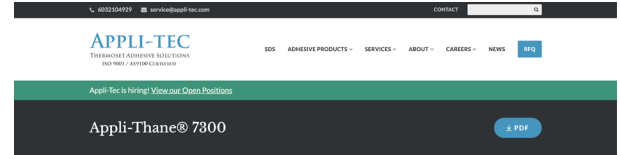
Result: Using information from Analytics, the sales and marketing team can see which TDS prospects viewed or downloaded before initiating contact. Prospects can also easily contact the company – directly from the web page or the PDF.

Other benefits of the TDS redesign include:

- Increased Organic traffic by 49% YoY to the TDS pages as they're now found in searches
- Reduced process inefficiencies for engineering and customer service
- Increased inquiries directly from the TDS pages, allowing sales to close the loop

“Back in the 1990s,” says Appli-Tec CEO Tim Walsh, “every company needed to be ISO certified if you wanted to quote specific types of projects. Being certified was a big differentiator. To differentiate your company today, and get a seat at the table, you need a professionally-developed website that gives people the info they need to decide to contact you.”

Visit the Appli-Tec website: www.appli-tec.com



2.5 W/mK

Ideal for aerospace applications as it meets NASA's outgassing requirements. The cured material's ability to not crack or harm bonded rigid components during thermal cycling is a major plus. Appli-Thane® 7300 is also used in manufacturing and automated dispensing applications due to its 4-hour pot life. Provides best in class thermal conductivity for applications requiring aggressive heat dissipation of components.

UNCURED	
Work Life	4 hours @ 25°C
Viscosity	Paste @ 25°C
Shelf Life	6 months @ -40°C 9 months @ -60°C

CURE OPTIONS	
	2 hours @ 90°C 4 hours @ 72°C 2 weeks @ 25°C

CURED PROPERTIES		Based on cure of 2 hours @ 90°C
Color	Blue	
Shore A Hardness	95	
Shore D Hardness	45	
Glass Transition Temp (°C)	-40	
Density (g/cc)	2.8	
Las Shear 202473 Clad (psi)	300	
Tensile Strength (psi)	400	
Tensile Modulus (psi)	9,000	
Compressive Strength (psi)	1,400	
Compressive Modulus (psi)	14,000	
Elongation (%)	5	
Poisson's Ratio	0.38	

ELECTRICAL PROPERTIES		Based on cure of 2 hours @ 90°C
Dielectric Constant	3.8 @ 10kHz 3.8 @ 100kHz 3.8 @ 1MHz	
Dissipation Factor	0.02 @ 10kHz 0.02 @ 100kHz 0.18 @ 1MHz	
Dielectric Strength (kV/mm)	600	
Volume Resistivity (ohm-cm)	1E13 @ 400VDA	

THERMAL PROPERTIES		Based on cure of 2 hours @ 90°C
CTE below Tg (ppm/°C)	25	
CTE above Tg (ppm/°C)	75	
Glass Transition Temp (°C)	-40	
Operating Temp Range (°C)	-100 to 160	
Thermal Conductivity (W/mK)	2.5	

OUTGASSING PROPERTIES		Based on cure of 2 hours @ 90°C
TML (NI)	0.19	
CVM (NI)	0.03	
WVR (NI)	0.04	

OUTGASSING PROPERTIES		Based on cure of 2 weeks @ 25°C
TML (NI)	0.12	
CVM (NI)	0.01	
WVR (NI)	0.03	

ACOUSTIC PROPERTIES	
Modulus (ksi)	2,345
Impedance (Mlb/in ²)	4.28
Loss (dB/ton-MHz)	-16.5
Density (g/cc)	2.8

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Rev D

How to get started

Whether you need a quote or you have questions about material availability, we can help.

REQUEST A QUOTE
Complete our brief form

TALK TO CUSTOMER SUPPORT
6032104929

ASK A QUESTION
service@appli-tec.com

