

Building the next generation of household appliances

The home appliance market continues to record good growth, offering easy to use appliances and helping to improve the quality of life for many people. Moreover, the market is now moving towards new trends in terms of sustainability and automation, simplifying several household tasks while endorsing well-being. High-quality materials and aesthetically pleasing designs combined with innovative and technological functionalities are important aspects of these new white goods.

3M, with its know-how, can help appliance manufacturers build household appliances that are stronger, durable and more cost effective. Our advanced tapes and adhesives are used throughout the industry to reduce dishwasher noise and vibration, bond glass on to oven doors, fix refrigerator coils, touch foils to washers, and more. For assembly, attachment, identification, noise reduction and protection applications, we offer solutions that can meet stringent appliance performance requirements.

Innovative solutions for the appliance industry

3M is about to launch two new products designed to change the bonding technology used in the market. The first one is **3M™ VHB™ Extrudable Tape** which is innovative in comparison to the current bonding and assembly portfolio. This product is as easy as a liquid product to automate and dispense in the process, plus it has the advantages of a tape when using the adhesive. It aims to help appliance manufacturers improve sustainability, recyclability and process efficiency, whilst helping to reduce costs.

The second product is **3M™ Hybrid Structural Tape** which offers an alternative to mechanical fasteners, liquid adhesives, and spot welding with the convenience and flexibility of a tape. with instant bonding and structural strength. This new tape will change the game when compared to current solutions due to its high strength and thin bondlines, which can be achieved in minimal time without any triggered curing process.

Trust 3M as your design partner and solution provider to help you overcome obstacles and reach your goals driven by the latest trends in the appliance market.



For more information, please visit our website or watch our new video showing examples of 3M's bonding solutions for appliances.

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+About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$33 billion in sales, our 93,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at www.3M.com or on Twitter @3M or @3MNews.