

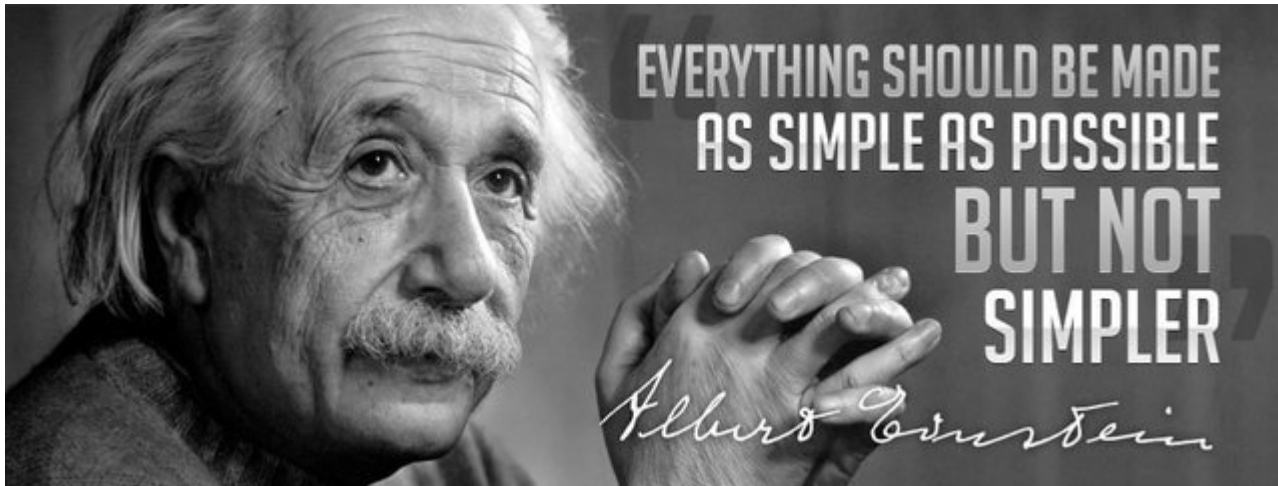
# Adhesive process choices - more simple thoughts

Recently, when discussing the choice or specification of an adhesive (or coating or sealant), we said that “[Simple statements rarely match complex reality.](#)” There is a plethora of materials and a seemingly infinite number of assembly applications, and matching them up optimally requires a real understanding of a complex scenario, in which not every factor is clear-cut.

Let’s add some simplicity to that. Putting aside functionality for a moment, let’s think about the assembly process. How are the parts going to be manufactured or put together? What is the process, and what equipment is needed? How will the bonding process fit into the rest of the ebb and flow of the factory? It is not unusual that the cost of applying and curing the adhesive – the process – is more significant than the cost of the material itself.

So in this aspect, and paraphrasing Albert Einstein: **everything should be made as simple as possible, but not simpler.**

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For an adhesive application and curing process, this might mean:

- straightforward and dedicated automation
- single part materials; no mixing
- fast cure; curing in-line; cure at room temperature
- no decanting; process friendly packaging

Simplicity of process will reduce cost. Simplicity is a prerequisite for reliability. And most importantly, simplicity helps you win productivity gains. There is more detail on this in our [21 Ways You Can Reach Your Productivity Potential](#) piece.

For an adhesive or protective material specification, simplicity of process should be an important selection factor in your complex choice.

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