

# AdvaBond® 7444

## Product Overview

AdvaBond®7444 is a non-chlorinated water-based adhesion promoter for low surface energy substrates. It is designed to work on surfaces without any surface treatment such as corona or flame. AdvaBond®7444 can be used as a primer or as an additive to a paint, coating or adhesive formulations.

## Physical Properties

COLOR & APPEARANCE:	Off White Liquid
SOLID CONTENT %:	30.0
PH:	10.0
IONIC PROPERTY:	Nonionic
SPECIFIC GRAVITY:	0.97
VOC %:	None
MELTING POINT OF BASE:	95°C

## Applications

- Superior adhesion to PP, TPO and EPDM without pretreatment.
- Excellent adhesion to topcoat paint such as polyurethane or polyester-melamine.
- Tough, transparent film after coating and drying.
- Non-chlorinated
- Applicable for quick drying system at lower temperature using acetone as co-solvent.

## Packaging

Available in 8 oz. samples sizes, pail and drum quantities.

## Application Methods

The following is recommended for application as a primer:  
Wash surface of polypropylene substrate with IPA solution.  
Dilute AdvaBond®7444 with water to 1—5% actives (4—20% by weight)  
Coat AdvaBond®7444 onto substrate (dry thickness  $\approx$  6g/m<sup>2</sup>). Dry at 80°C for 10 minutes.  
Apply polyurethane or acrylic topcoat after AdvaBond®7444 is fully dried and cured.  
Bake at 100°C for 20 minutes; allow to stand at 25°C for 48 hours.

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