

# Application Study

## PLACEMENT OF A DOUBLE-SIDED EXPOSED ADHESIVE ONTO SHIFT KNOB



### TASK

Assemble a double-sided adhesive onto a three-dimensional shift knob.

### CHALLENGES

- The adhesive's function to affix a decorative plate requires it first be placed onto the shift knob assembly horizontally and subsequently rolled down the side.
- The adhesive is exposed, extremely tacky and must release from the vacuum chuck after placement.
- The aggressive adhesive is difficult to peel.
- The application requires a 5 second cycle time.

### SOLUTION

- Model 3065
- 2-Station rotary table for permanent operation
- Customized profiler chuck
- Customized nest assembly
- Dual rewind reel for taking up both top and bottom liner

### FEATURES & BENEFITS

- AccuPlace's patented peeling technology allows consistent peeling of the aggressive adhesive.
- After peeling, the customized profiling chuck applies the adhesive onto one side of the knob. A roller integrated into the chuck then extends and wraps the adhesive.
- Utilizing the 2-station rotary table allows for a simple semi-automatic operation. Operator responsibilities are limited to manually feeding the shift knobs and replacing rolls of double-sided adhesive.

