



Cup manufacture: Attaching paper sleeves

Application description



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Market situation

To create additional advertising space, cups are fitted with paper sleeves. These can be detached and the customer can find additional product information or special offers on the reverse.

It is easier to print on these paper sleeves and there are also more design and processing options for this surface (printing, embossing....).

Adhesive application

A hybrid of hot melt and cold glue is used for longitudinal glue application. The hot melt provides the initial adhesion, and the cold glue provides temperature resistance. This guarantees that the bond will not break if the temperature increases (e.g. in a microwave).

The electrical hot melt and cold glue application heads from Baumer hhs allow dot application even at maximum machine speeds. This means that alternating hot melt and cold glue dots can be applied to the very small overlap areas. This is the only possible way to combine the benefits of both adhesives.

Adhesive is applied to the cup surface with a further cold glue application head to ensure that the paper sleeve does not slip off.



An overview of the advantages

- Wider range of marketing options on the sleeve
- Better print quality possible
- Temperature stability in both cold and warm conditions
- Flexibility for the products
- Dot application even at high machine speeds