



iFormulate4Adhesion

A One-Day Interactive Training Course

1st May 2014, Sheffield, UK

Why Attend?

A one-day interactive training course, *iFormulate4Adhesion* will be of value to formulators in a number of industries including adhesives, coatings, paints and packaging.

The course will be delivered by Professor Steven Abbott and will provide attendees with a set of principles which can be applied to real-life adhesion challenges.

Attendees are not expected to be adhesion experts – some experience of product formulation and an interest in adhesion is all that is required.

Attendees will become familiar with the use of Steven Abbott's adhesion apps (PracticalAdhesion, PracticalPSA) used in the course and which are a powerful way to bring the key principles to life.

The course will be interactive and include demonstrations. Attendees will receive full course materials on a memory stick.

Registration

Pricing per person is as follows:

£349 for registrations received by 31st January 2013

£375 for registrations received after 1st January 2013.

To register please e-mail info@iformulate.biz and say whether you'd like to pay via invoice to your organisation or credit/debit card (via PayPal). For the latter option we have to charge a surcharge to cover PayPal fees.



Course Programme

Start 09.00 - Introduction

- Adhesion science in 30min – setting the scene
- Surface tension, surface energy and why they're not so important
- Surface enhancement – myths and realities

Coffee Break 10.30 – 10.45

- All you need to know about polymers and rheology
 - Strong adhesion – from nails to tangles
 - Too much adhesion – how to make things worse

Lunch Break 12.15 – 13.00

- Light adhesion
- Time-temperature equivalence and why it's so important
- Strength through failure – pressure sensitives and hot melts

Tea Break 14.30 – 14.45

- Undermining and avoiding adhesion – how to create it and how to avoid it
- Putting theory into practice – a live session with your challenges
- Summary

End 16.00