



CASE STUDY

Improving tailgate paint processes more sustainably

2nd European Forum
November 24 2023, Paris



We are Bostik

BOSTIK



40+

countries



4

R&D centres



7,000+

employees



€2.9bn

worldwide sales

ARKEMA



55+

countries



148

production plants



21,000+

employees



€11.5bn

worldwide sales

Bostik and Arkema's vision

The background of the slide features a close-up of an electric vehicle (EV) being charged at a station. The charging cable is plugged into the car's port, and the station's digital display shows 'EV CHARGING' with a battery level indicator at 40% and a time of 5:54. The scene is set outdoors with a clear blue sky and green foliage in the background.

1

To deliver **sustainable solutions** driven by innovation.

2

To manage our activities as a **responsible manufacturer**.

3

To cultivate an **open dialogue** and **close relations** with our stakeholders.

We are Plastic Omnium


€9.5bn


40,500

1 in 5 cars produced worldwide is equipped with an IES product

43
R&D centres

150
plants

93
customers



Plastic Omnium's vision



- 1 Driving a **new generation of mobility**.
- 2 To continuously **reinvent mobility**.
- 3 To play a driving role in **energy transition**.
- 4 To challenge the status quo and **open new perspectives**.

The need to change tailgate masking processes

- The industry traditionally uses **single-use masking tapes** to mask critical parts on plastic tailgates.
- This manual application has **inefficiency** and **sustainability challenges**.
- A **more time and cost efficient, sustainable, and automated** solution was required.



Plastic Omnium's ask

To replace masking tape with a masking glue that **must**:

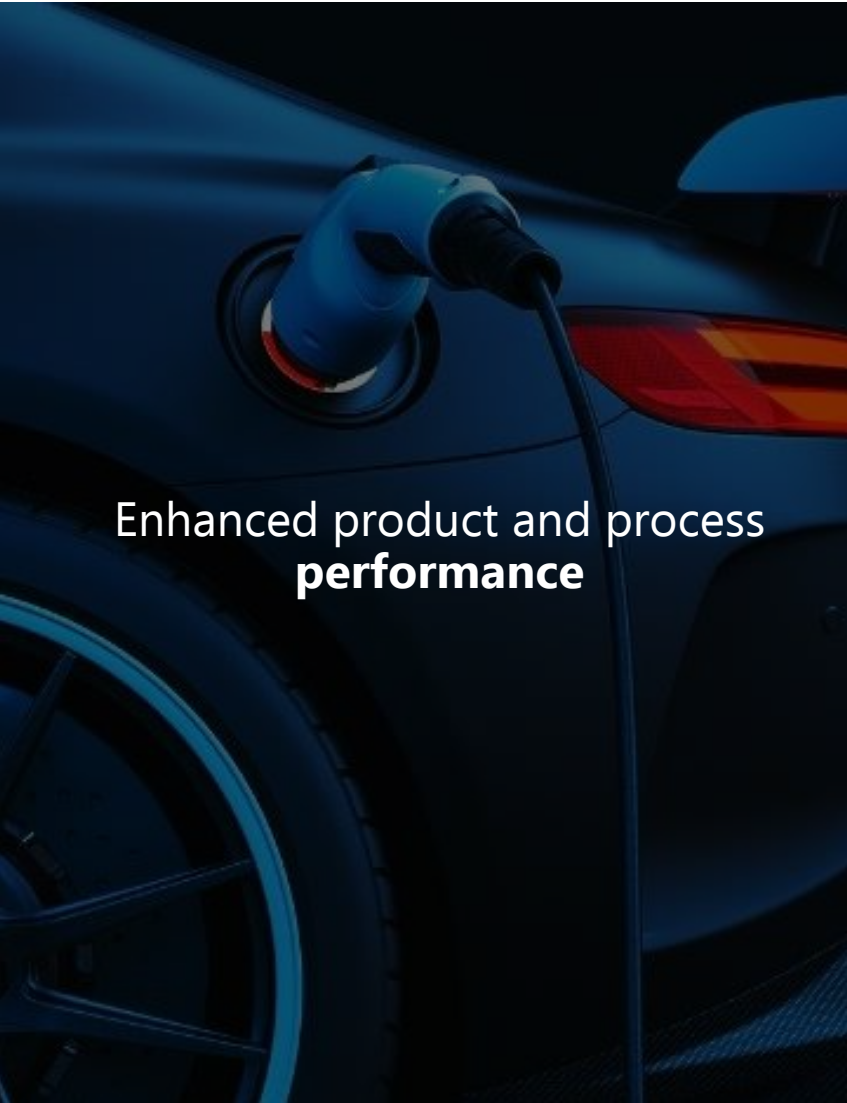
- 1 Have **sufficient adhesion** with **no substrate contamination**.
- 2 Be **easy-to-peel** after painting.
- 3 Be **visible** for quality control.
- 4 Have **viscosity stability** during the dispensing process.
- 5 Withstand a variety of manufacturing **environmental conditions**.
- 6 Facilitate a more **sustainable process**.



A more sustainable adhesive solution



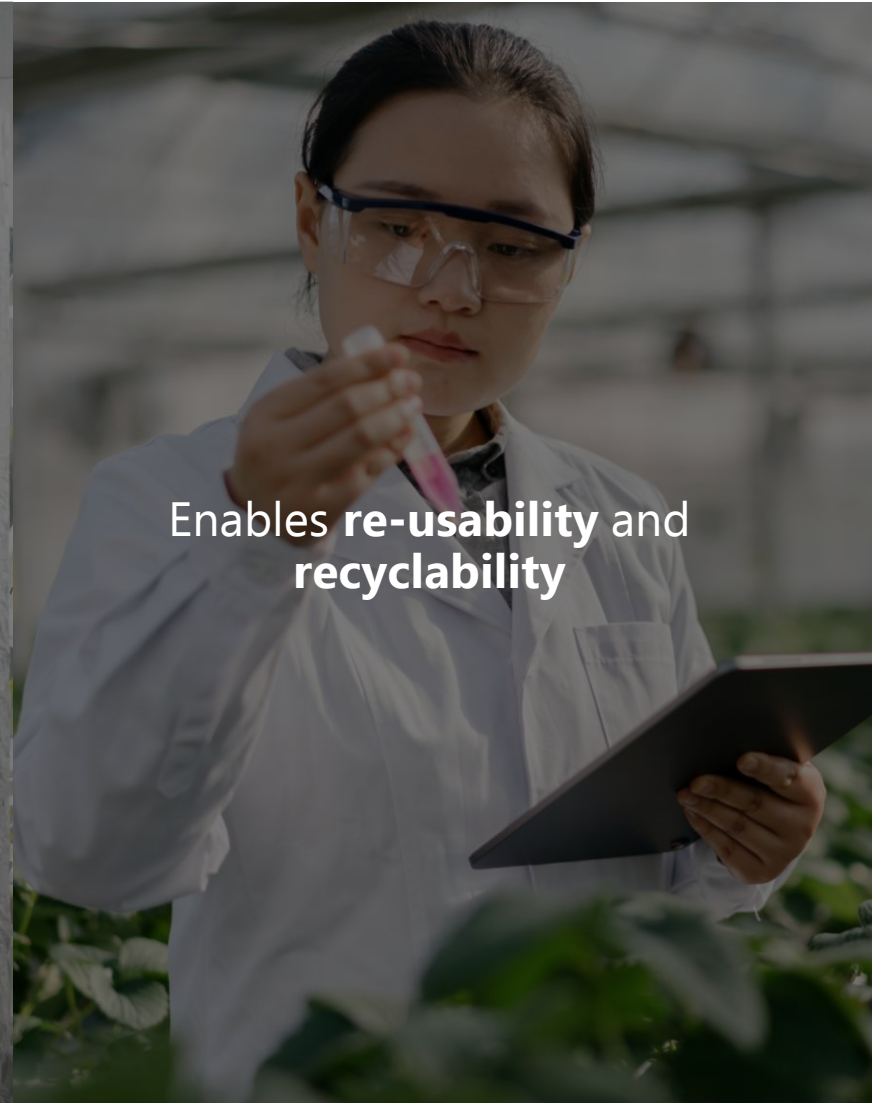
Bostik **THERMELT**[®] bio-based hot melt adhesives



Enhanced product and process
performance



Supports manufacturers on
their **sustainability** journeys



Enables **re-usability** and
recyclability

Bostik THERMELT® 5131 glue masking process

Step 1



Granule
melting

Step 2



Glue
application

Step 3



Painting

Step 4



Peeling

Step 5



Disposal, recycling
and reuse

A more sustainable adhesive solution

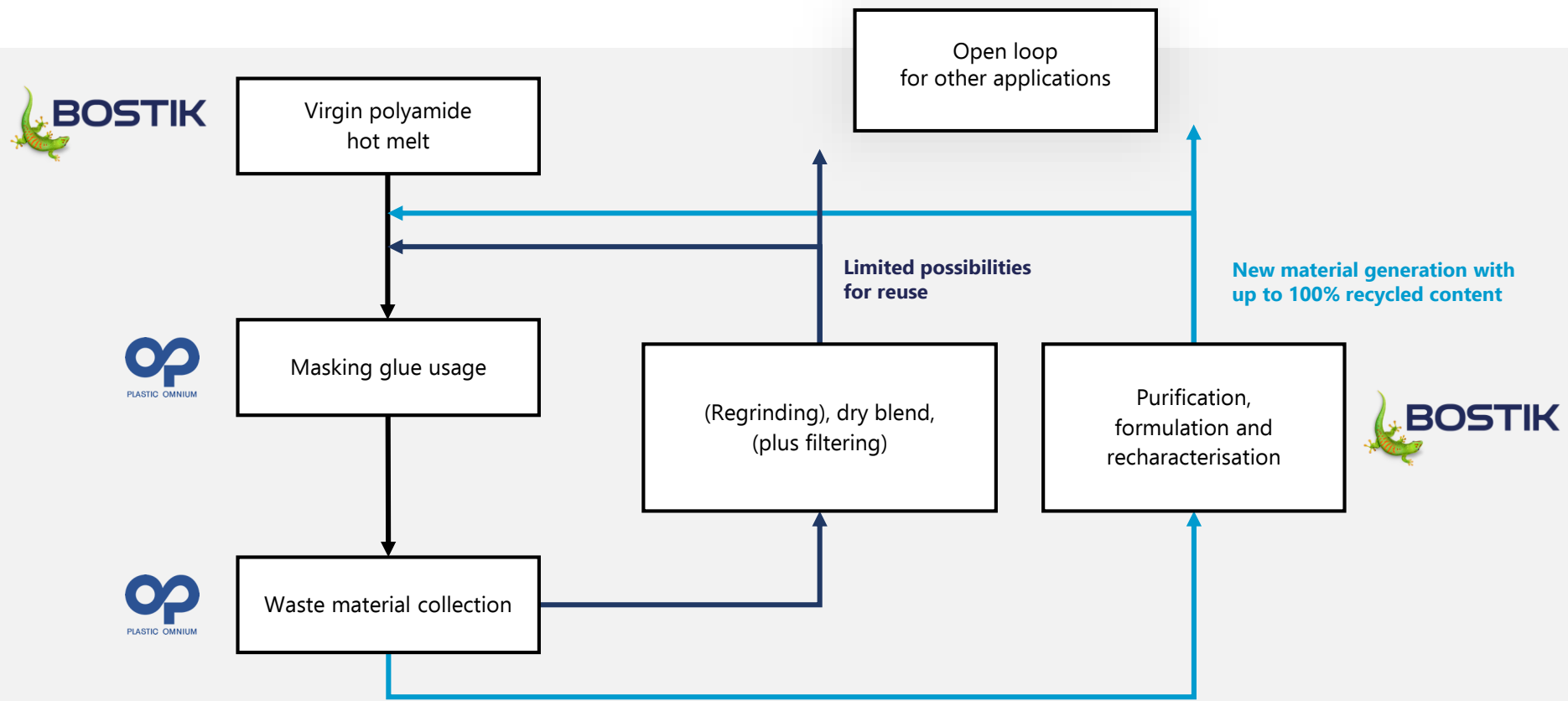
Bostik **THERMELT**[®] bio-based hot melt adhesives.

- 50% to 90% bio-based, mainly from rapeseed.
- Full vertical supply chain control of castor beans.
- Raw materials sourced from the world's first sustainable castor bean farming programme.
- Increased opportunities for component reusability and recyclability.



THERMELT[®]

Creating a more sustainable, circular process







Thank you



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