

## Fasson Industrial Division Customization Report

# THE ELECTRONIC SANDWICH

With the birth of microelectronics and the membrane switch, design engineers have realized that rare occurrence where innovation makes a positive impact on performance, aesthetics, and cost. It happened by putting to work the combination of advanced electronic and adhesives material technology.

**Reaching Out With Adhesives** At Avery International customizing pressure-sensitive adhesive solutions to the unique design problems of our customers is what we do best. Like at our Fasson Industrial Division, where FastTouch™, the spacer materials for touch-sensitive membrane switches was developed. It's just one example of the hundreds of special applications where Fasson adhesive materials are applied.

**Our Hold** In office equipment, Fasson double coated tapes are laminated to a variety of foams to help reduce noise and vibration. To attach nameplates cleanly and beautifully, there's a full

line of Fasson custom tapes. From bonding the abrasive grinding pads in optical lens finishing to insulating aircraft, from sports equipment to sports cars, Fasson technology can work to make your products lighter, quieter, look better, perform safer and even cost less.

**Tomorrow** The next time you imagine a really tough design problem, remember the name of the man who **invented** the unmechanical fastening technology — Avery, and the people and products of his Fasson Industrial Division. We've got ideas you can really sink your teeth into. Call us.

For touch sensitive  
membrane switches  
Fasson developed the  
FastTouch™ spacer  
material.



## We've Got a Hold On Tomorrow



**Avery International**

Fasson Industrial Division

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