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Pladent

Customized Solutions for Your Adhesive Needs

It is a widely known fact that the adhesive solutions industry is replete with numerous key players with an array of innovative offerings on the plate. However, it is definitely worth spotlighting a company that has been able to consistently provide top-quality products from adhesive tapes and foams to a diverse customer base for over half a century. Having stood the test of time since its inception as a vacuum forming solution provider in 1967, Pladent prides itself on providing processed adhesive tapes and foams in customized shapes and sizes to manufacturers across the automotive, home appliances, construction, electronics, and DIY industries too.

As an organization specializing in the development of products from adhesive tapes and foams, Pladent helps manufacturers apply the right adhesive to their industrial materials with a reduction in time and cost and an uptick in production rate. “We not only design and develop different products from adhesive tapes and foams but also successfully include them either into a completely new product or the existing production line as well,” states Maša Zalaznik Jerina, Executive Director of Pladent.

By deploying an extensive range of slitting, die-cutting and laser cutting technologies, the company can process foams with or without adhesive tapes and other materials into a variety of shapes as per the client’s requirements. Alongside, Pladent leverages ten different technologies for converting and more than 30 machines to assemble and deliver processed adhesive tapes and foams regardless of the volume. As an upshot of this reliance on the latest technologies, the company’s regular production includes more than 100 different adhesive tapes and self-adhesive foams.

Meanwhile, working in close ties with a host of adhesive tapes manufacturers such as 3M and Tesa enables Pladent to access an extensive portfolio of different materials to create adhesive solutions. An expansive range of materials is tested on par with numerous standards and regulatory guidelines followed by each industry, prompting Pladent to find the most effective solutions for all its customers. “This is something that proved to be of great advantage during the economic crisis unfolded by the Covid-19,” adds Masa. When other solution providers struggled to stay



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afloat during pandemic-ridden times due to their specialization in only a few specific sectors, Pladent’s all-embracing approach to delivering solutions across multiple industries empowered them to keep their business up running.

Going beyond the efficacy of its solutions, Pladent’s proactive stance on client engagement is one of its prime competitive advantages. The company engages with the client right from the early stages of the development process to advise clients on several advantages and limitations regarding the choice of adhesive tapes and self-adhesive foams. Prepared with all the necessary knowledge, the client selects the adhesive tape most suitable for their business. In this manner, Pladent contributes to cost trimming, time reductions, and overall faster production for its clients.

Building on the legacy of more than 50 years built by her grandfather, Masa wants to expand the geographical footprint of her family-owned business while increasing its foreign market share and extending its material portfolio. “If you are standing toe-to-toe with some of the larger players in the industry, it is how you bring the value to the market itself. We are small but equal – in terms of technology and experience.” She also wants to further augment their vacuum forming competency with an eco-friendly approach—saying no to plastic products and opting for reusable trays. Meanwhile, the regulatory standards that materials have to comply with are getting more stringent with each passing day. Considering this fact, Pladent is always well ahead of the latest industry regulations and directives mandated by the European Union. Last but not least, the company is looking forward to enhancing its quality system and driving continuous efficiency in their clients’ production time and volume. “We are doing that not only by offering top-grade solutions but also maintaining rock-solid relationships with clients,” concludes Masa. 