VPG™

4 WAYS TO FIX YOUR ADHESIVE FAILURE

![VPG™ logo]

Our Mission Statement

"To offer customers an outstanding product at a fair price, deliver it on time and offer the best customer services in our industry."

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NEED A GOOD STICK?

Are you struggling to get a good stick between the phone and adhesive security? Is the adhesive not lasting long once on? The problem could be occurring because of what is on the back of the phone...

Most phones after the iPhone 8 come with tempered glass on the back. The glass has chemical compounds on it, usually coatings to help water or oil not stick to the surface. However, issues can arise when certain types of coatings or polishes get added to the glass that does not bond well with the adhesive causing the failure you are experiencing. Since the chemical compounds of the glass do not typically get advertised, it is hard to know which phones or types of glass are adhesive resistant.

So what do you do?

Do not worry; here at VPG, we have years of retail security experience with proven methods that we provide to our customers to help remedy this situation. We will walk you through them, step by step, so we cover everything you may need.

WRITTEN BY **METO GJORESKI**

GRAPHICS BY **BRIAN HUBBELL**

RIGHT PHOTO:

A weak adhesive solution can lead to damage of your devices, retail annoyances, and even theft.

GENERAL TIPS

Before we start with the list, we want to provide some good guidelines to follow when installing anything with an adhesive element. These tips are proven to strengthen your adhesive bond and, in some cases, are all you may need to help solve the adhesion problem.

Tip #1: Before applying any adhesive, please keep in mind that heat (whether it be ambient or from the device) plays a major role in the effectiveness of that adhesive. For optimal adhesive bond, phones should be displayed in a dry, temperate area.

Tip #2: Never reapply a used adhesive. When remerchandising you should always add a new adhesive on the security sensor before adhering it to the new phone.

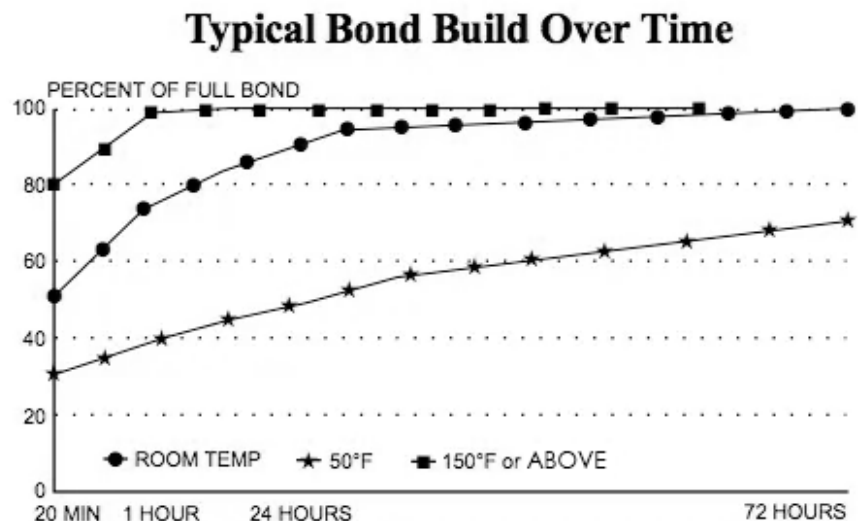**Tip #3:** Clean the back of the phone before applying the adhesive. Use an alcohol pad on the surface and then immediately wipe dry with a paper towel.

Tip #4: Hold the sensor firmly down for 30 seconds when applying the adhesive bond. That way, the adhesive has enough pressure to attach fully to the surface.

Tip #5: Give the adhesive security at least 24 hours before customer interactions. The adhesive needs that time to properly bond to the device; if that is not given, there is a higher chance of adhesive failure.

RIGHT PHOTO:

The graph demonstrates the typical bond build over time for adhesives.

Typical Bond Build Over Time

PERCENT OF FULL BOND

100	
80	
60	
40	
20	
0	

● ROOM TEMP ★ 50°F ■ 150°F or ABOVE

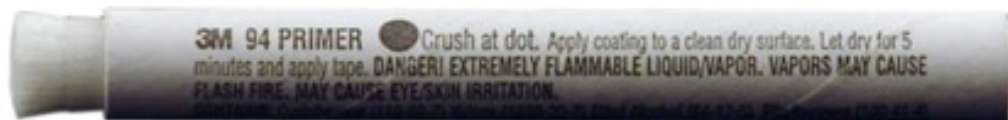20 MIN 1 HOUR   24 HOURS   72 HOURS

1. PRIMER STICK

Primer sticks are coating agents that increase the overall adhesion of the area applied.
You can use the primer stick to give a more durable bond between the surface and the sensor adhesive. Do not worry about it leaving anything permanent on the phone either; you will have no marks or residue left on the device if the primer is applied.

Using the primer stick is super easy; you can apply it to a glass back phone in 5 easy steps!

1 Clean the glass surface thoroughly with an alcohol pad, then wipe dry with a paper towel.

2 Follow the directions on the primer stick to squeeze the tube and release the primer.

3 Add the primer to the area where the sensor will get placed. Then allow the primer to dry for at least 3 minutes.

4 Remove the adhesive liner from the sensor.

5 Attach the sensor to the area and apply firm pressure for at least 30 seconds.
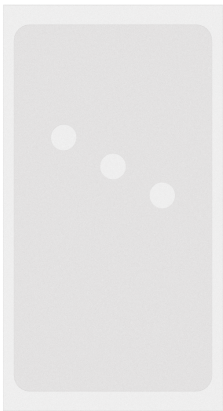
That is it!

Once you install the rest of the adhesive security, you will notice that the bond between the phone and security device is much stronger. This also applies to the longevity of the adhesive, which will last much longer than before.

Check out the next solution, **Pre-Adhesive**, on the next page.

2. PRE-ADHESIVES

Pre-adhesives offer a better surface area to adhere a security device to the back of the phone. With a larger surface area, the adhesive security will have a better hold on the phone, allowing it to adhere much longer.

When receiving the pre-adhesive, it will typically have a liner on it, as shown here:
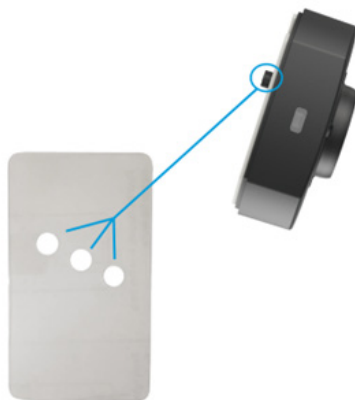
Remove the liner and adhere the pre-adhesive by placing the side that had the liner to the back of the phone. Remove any air bubbles that may have appeared when you applied the pre-adhesive to the phone. This ensures that the pre-adhesive is firmly on the device and will not come off when adding the security device.

Ready the adhesive security you are using by taking off any adhesive liners on it.

Before applying the security device to the back of the phone, make sure that the tamper switch (typically found in the sensor of security devices) gets aligned with one of the holes on the pre-adhesive. As shown here:

This is important because the tamper switch triggers the alarm; if the tamper switch does not get placed in one of those holes, it will remain pressed down, not going off if the phone is ever getting stolen.

If the sensor has a power coupler, you can plug it in now and then adhere the sensor to the center of the device. Once placed, hold the sensor firmly down for 30 seconds to ensure it is fully on the surface.

You are all set to continue to install the rest of the adhesive security!

Since the pre-adhesive expands the surface area for the adhesive security, you can use it on any phone type, no matter the material on the back.

In fact, we strongly recommend it on rubber back phones as we have seen success with the pre-adhesive fixing the adhesive failure on those devices.

Check out the next solution, **Novus**, on the next page.

3. NOVUS

Novus is a polish that removes the chemical compounds on glass back phones allowing the adhesive to adhere to a non-coated surface. Typically the Novus should be used as a last resort for phones that have an extra adhesive resistance, such as the Google Pixel 6a.

The Novus should NOT be used with the primer stick because it creates a bond that will make the phone impossible to remove without damage.

At VPG, we provide a complete kit for the Novus that includes almost everything you will need to apply the polish, but just in case you do not have the kit, we will show you how to install the Novus without it.
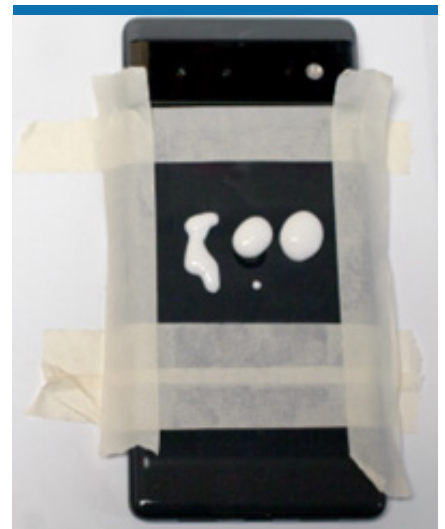
To be able to add the Novus effectively, you will need masking tape, paper towels, and alcohol pads. Also, since Novus is a chemical, it is recommended that you wear gloves and safety glasses when using it.

We know what most people think when you mention chemicals; is it safe? We want to ensure you that it is. Check out the safety data of the Novus for yourself:
Safety Data Sheets | NOVUS Plastic Polish
https://novuspolish.com/pages/safety-data-sheets

1 Let us get started placing the Novus! First, using tape, mask off the center area on the back of the phone. Then, apply the Novus to the masked area, as shown on in th right image:

2 With a paper towel, dab the Novus to spread an even, thin layer onto the phone.

Once spread, allow to set for at least 5 minutes for maximum effectiveness.

3 After it has settled, with a paper towel, apply firm pressure and use a side-to-side motion to rub the Novus across the masked-out area of the phone. Please keep in mind that the Novus will shift around, push it back onto the surface you are working in.

4 When you have rubbed all of the Novus in, you can wipe the area clean with a paper towel.

To test whether the Novus has been added to the surface effectively, wet a paper towel and squeeze a small drop of water onto the treated area. If the surface was properly prepared, the water will spread out across the area that it has been applied to.

If it beads up, you will have to reapply the Novus again.

Untreated

Treated

5 Once the phone has passed the test, clean the treated area thoroughly using an alcohol pad, and remove the tape mask from the phone.

6 It is time to apply the adhesive security! Remove any adhesive liner from the sensor. Attach the security device to the treated area of the phone, and press firmly for 30 seconds to ensure it gets set.
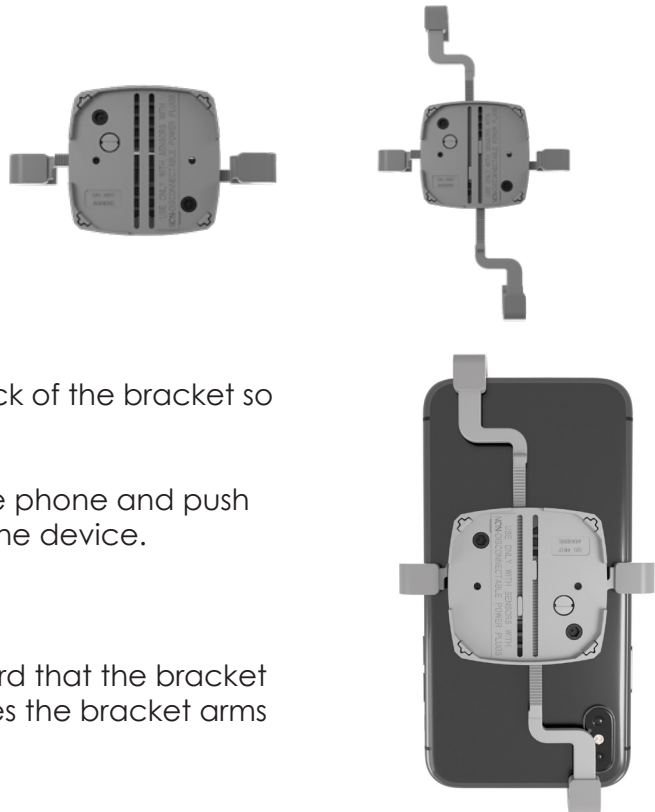
Remember that the Novus permanently removes all coatings on the applied area of the phone, even the ones that might be beneficial to the customer. Keep that in mind if you are ever thinking of putting the displayed phone up for sale.

4. BRACKETS

The last way to help with adhesive failure is to avoid the problem altogether! Most adhesive securities come with options to install brackets to them. Adding brackets still gives the phone the customer experience you want in your store while offering a higher level of security. Plus, no more adhesives, no need to remove the liners or hold anything down! Brackets are super easy to install and place in the store.

There are hundreds of different bracket options for retail security you can choose from; however, to get a general idea of what it takes to install a bracket, we will explain one of ours.

The most popular adhesive security we offer, the CR338, can come with a 2-arm bracket or a 4-arm bracket; either way, it has the same steps to install.

1 First, loosen the security screw on the back of the bracket so you can move the arms freely.

2 Now add the brackets to the back of the phone and push the bracket arms inward; so they capture the device.

3 Tighten the security screws.

4 Make sure when you push the arms inward that the bracket stays in the center of the phone. This ensures the bracket arms do not slide off the side of the phone.

5 All that is left is to add the sensor to the bracket and fasten them together with a couple of screws.

Just like that, you are all set!

Brackets are perfect when you are looking for easy installation and longevity in your retail security. They are adjustable to fit almost any phone, and options are available for them to go on different devices such as tablets. Typically brackets last longer than adhesives and are much easier to take off if you ever decide to remerchandise.

CONCLUSION

We know that installing adhesive security can already be confusing, but when complications come up on top of the installation, it can be hard to know where to turn. That is why we hope all the information we have provided can help solve the problem you have at hand.

Remember, sometimes, there is not one perfect solution to adhesive failure; that is why most of the options we have provided can work alongside each other. So, for example, if you have already added a primer to the back of the phone and might need a better surface area for the adhesive security, you can place a pre-adhesive on top of it. All these methods are flexible because we know all adhesive failures are not created equally.

The ways we have listed are proven to work for us and our clients. We are confident they will work for you!

If you need to acquire further about a solution or want to ask any questions about adhesive failure or retail security, we are just a call/email away.

VPG™ Vanguard Protex Global
POWERED BY INNOVATION. SECURED BY EXPERIENCE.

Toll-free: 877-477-4874
International Inquiries: 813-855-9639

Our associates are standing by with anything you might need!