



Most promising new product introduction

Titan Adhesives

Titan Adhesives was recognized in the category "Most promising new product introduction" for its 9067 Easy Pop hot-melt adhesive, which was formulated by the company's founder and technical director, Doug McDowell.

Titan developed Easy Pop for sealing/tacking the long flap on cartons of cigarettes and little cigars.

Because of the relatively small volumes involved, this application is often overlooked by larger adhesive manufacturers, who feel they cannot justify the cost of manufacture. The application is nevertheless critical to the consumers, manufacturers, wholesaler and distributors, and Titan felt it was important to include such a product in its portfolio.

Manufacturers want adhesives to be present but not necessarily noticeable to customers. To solve the problem of noticeable adhesives on carton flaps, McDowell formulated Easy Pop to dry "water-white clear" on the flap, a first in the sector. He also engineered the adhesive so that wholesalers would be able to open the cartons without ripping them, thus reducing downtime and waste at the wholesale level.

The use of hot-melt adhesives for long carton flap application is a fairly new phenomenon. Historically, packing machines used a cold glue called "lock and pop." However, as production speeds increased, the relatively slow-drying cold glue became less attractive. (Hot melt can be applied more quickly than cold glue.) In addition, when one particular raw material used to produce lock-and-pop glue became scarce, customers started looking for alternatives.

To develop Easy Pop, Titan spent a great amount of time visiting customers, studying their issues with existing adhesives and figuring out how to best address their problems.

Headquartered in Patterson, New Jersey, USA, Titan prides itself on developing custom-designed products for its customers. The company was founded in 1971 and has been serving the tobacco industry since 2002.

Titan believes there's much more to glue than meets the eye. "Glue is the most insignificant part of the total cost, but it's one of the most critical because it can make or break your machine," said Tom Tunstall, a Titan account manager, in a 2004 interview.

Needless to say, Tunstall is pleased with the Golden Leaf Award, which, he says, nicely compliments all of Titan's R&D efforts and complete line offering of adhesives to the tobacco industry. "It's nice to know through recognition such as this that we are creating more value in the eyes of our customers and to their [customers] by bringing out a product like this.

"The R&D work that goes into making a new product and bringing it to market oftentimes goes unnoticed," he continues. "Titan came out with this product by listening to the wants and needs of one of our key customers. Because this problem was important to them, it then became very important to us in helping to offer a solution."

