

3M™ Anodizing Masking Tape 8985L

Introducing an extreme masking solution for chromic acid anodization.

Designed to outperform competitive tapes in this harsh process, this specialized tape features a non-silicone formulation to help reduce post-process coating and bonding failures. It can be used with or without chemical film on a variety of aluminum alloys. Plus, it features a transparent color with a high-visibility printed backing for fast positioning and removal and it's lined for easy die-cutting.

► Reliability

Get consistency and peace of mind with a non-silicone tape that won't introduce contamination in the production process.

► Performance

Replace messy, labor-intensive liquids with a reliable tape solution that's built specifically for chemical resistance to chromic acid.

► Productivity

Mask and de-mask up to 5x faster than liquids¹. Eliminate rework, extreme leakage or scrapped parts with excellent masking lines and clean, easy removal.

Target problems we're solving:

- Slow masking application production times.
- Adhesive residue or leakage from an existing tape solution.
- Non-silicone requirements mandated by a customer.
- Lack of storage space for parts while liquid masks cure.
- Downstream silicone contamination.



3M Strengths

Features

- High performance adhesive
- Specially engineered for chromic acid
- Non-silicone adhesive

Advantages

- Saves labor time
- Promotes easy, clean removal
- Doesn't leave a silicone film on part surface

Benefits

- Increased profits
- Increased productivity
- Helps reduce rejected parts from their end users

See Back for Sales Tips ►

3M Extreme Masking Solutions
Reliability • Performance • Productivity

¹ Up to 5x faster to apply and remove than liquid masking. 3M internal data.

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Qualifying Questions

- Do you currently use chromic acid in your anodizing processes?
- Is there a specification or controlling document around this process?
- Do you have a non-silicone policy in your plant or processes?
- Do you use a tape, liquid or both in your masking processes?

Questions to Identify Needs

Ask these questions to uncover customer issues or relationship status with their current supplier:

- Do you have rework related to residue transfer and/or chemical leakage?
- When using a liquid, how much time does it take to pre-mask, apply, cure and remove?
- Do you ever have quality issues from your end users in relation to silicone contamination?
- Is your liquid masking product challenging to remove? Can you tell me more about it?
- Where is your current supplier located? How is their service?

Questions to Drive the Decision Process

Ask these questions to invite the customer to take action:

- If you could avoid rework, how many more parts could you produce?
- What are your test protocols and when could we potentially test the 8985L?
- If you were able to speed up your process, what would that mean for your facility and your customers?

Target Markets

- Facilities specializing in anodization

Target Titles

- Purchasing Manager
- Coating Supervisor
- Process Engineer
- Product Engineer
- Quality Manager
- Purchasing Manager

Target NAICS Codes

- Aircraft Parts/Engine
336413/336412
- Electroplating Plating/
Metal Coating
332813/332812

Objections to Overcome

“The tape I use is much cheaper than your tape.”

Response

We make a variety of tapes at different price levels and constructions. Each of these tapes work well in a variety of baths. The new 8985L is made specifically for chromic baths. While customers have found this to be the best choice in relation to labor savings and process speed in chromic baths, every company’s process is different. We have several tapes used in anodizing that we could help you test.

“I want one tape for all my anodizing baths.”

Response

While 8985L was designed with chromic acid in mind, several customers have had success with the tape in a variety of baths.

Product	Color	Adhesive	Backing	Total Tape Thickness
8985L	Translucent Purple	Rubber	Polyester	4.0 mils (0.10 mm)
Chemical Resistance	Size	3M Stock #	Previous 3M Stock #	
Chromic Acid	1 in. x 72 yd	7100207280	70007540340	
	2 in. x 72 yd	7100207277	70007540365	
	12 in. x 72 yd	7100207284	70007540373	
	24 in. x 72 yd	7100211808	70007540381	
	48 in. x 72 yd	7100207286	70007540399	
	Custom sizes	7100206549	70000243066	
	Sample Size	1 in. x 3 yd	7100206814	70007540019
	12 in. x 3 yd	7100206617	70007540027	

For Additional Information:

To request additional product information or to arrange for sales assistance.

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