



SITUATION

An electric motor manufacturer was experiencing field failures with their largest customer. They determined the cause was magnet bond failure. They contacted their adhesive supplier for assistance but found their technical knowledge and support was limited. They needed assistance and a reliable solution fast.



LOCTITE SOLUTION

The LOCTITE® Technical Sales Engineer worked with the customer to define the adhesive performance and process requirements. He recommended a complete solution – LOCTITE® AA A-671™ adhesive and semi-automatic volumetric dispense equipment.

LOCTITE® AA A-671™ is a process-friendly system. Part A and B are dispensed together so one bead lays over the other. This adhesive is trusted in many electric motor manufacturing lines as a consistent, high performance, high throughput motor magnet bonder. Customer impact and accelerated aging testing confirmed this adhesive and new assembly process delivered superior performance.



BENEFITS

The customer's process was transformed by LOCTITE®'s technical collaboration and comprehensive magnet bonding solution. In addition to elimination of the magnet bonding field failures, the LOCTITE® AA A-671™ rapid 1 minute set time increased throughput, and the external mix application equipment reduced process complexity. Magnet bonding changed from a problem to a multi-faceted success.

Product	Size	LOCTITE IDH
LOCTITE® AA A-671™	4 liter kit	1256488
LOCTITE® AA A-671™ A	5 gallon pail	1256501
LOCTITE® AA A-671™ B	5 gallon pail	1255709

Representative images used to maintain customer confidentiality.

