



Contact:
Ben Arens
312.565.4626
barens@lcwa.com

Repairing Plastic is Easier than Ever with New DAP® RapidFuse™ Plastic Primer Kit
Two-Step Solution Creates Strong, Durable Bond – Even on Hard-to-Bond Plastic Surfaces

BALTIMORE – March 6, 2019 – Repairing plastic? No problem. With new DAP® RapidFuse™ Plastic Primer Kit, hard-to-bond plastic surfaces are no match, offering a fast and flawless repair where other quick-fix adhesives fall short.

“Plastic is the number one most common substrate for instant adhesive repair by professionals and DIYers alike, and yet, most glues aren’t formulated for use on all plastic surfaces – particularly polypropylene and polyethylene materials, which are commonly found in a variety of household items,” said Kate Piche, Group Product Director at DAP, a leader in the home improvement and construction products industry. “The result is often a weak bond that breaks over and over again or worse – a total failure to form a bond in the first place.”

DAP RapidFuse Plastic Primer eliminates the plastic guessing game and ensures a strong, clear bond on all plastic surfaces, enabling users to keep their cherished items, instead of tossing out. The two-step kit involves an easy-to-use primer, which is applied to the plastic surfaces first. Once the repair surface is coated with primer, simply wait 1 minute, apply DAP® RapidFuse™ All Purpose Adhesive and press together.

In just 30 seconds, the primer and RapidFuse set to create a bond that’s 40 percent stronger than expanding polyurethane glues and two times more durable than typical super glues. The end-result is a strong, water-resistant bond, making it a durable solution for both interior and exterior use.

The DAP RapidFuse Plastic Primer Kit contains a 5 mL Primer marker, as well as a 3 g tube of DAP RapidFuse Fast Curing All Purpose Adhesive, which can be used to repair a multitude of surfaces beyond plastic. Ideal for plastic, rubber, metal, glass, wood, tile and more, RapidFuse bonds virtually everything to anything and offers the best end result on home repairs and DIY projects alike.

“RapidFuse was designed to have the widest possible substrate capability for quick at-home fixes,” Piche added. “With the introduction of the Plastic Primer Kit, professionals and DIYers now have a solution that’s truly complete for any surface.”

DAP RapidFuse Plastic Primer Kit is available at Walmart stores nationwide. For more information visit www.dap.com.

About DAP Products Inc.

DAP is a leading manufacturer and supplier of caulks, sealants, foam, adhesives, and repair products with a history of first-to-market innovations with trusted, quality, reliable, and long-lasting products for professional contractors, remodelers and do-it-yourselfers. For more information about DAP products and applications, visit our website at www.dap.com.