

CoolWiz™ MM251-2

EVA-based Hot Melt Adhesive

Low Temperature Application

The Smart Adhesive Choice for Case, Carton and Tray Sealing Packaging Applications

About CoolWiz™ MM251-2

CoolWiz™ MM251-2 is a high-quality general purpose hot melt adhesive that provides optimum adhesive performance at a reduced cost.

Specially engineered to ensure great mileage, improved runnability and multi-purpose adhesion to paper and paperboard surfaces, CoolWiz™ MM251-2 is an effective and economical solution for case, carton and tray sealing packaging and paper converting applications.

The unique component blend of CoolWiz™ MM251-2 provides an environmentally-friendly adhesive that features optimum running viscosity at operating temperatures. It also significantly reduces application weights, leading to savings on equipment maintenance.

This results in reduced overall usage, making the product even more cost-effective.



Features	Benefits
Increased Mileage	<ul style="list-style-type: none">• Reduces application weights• Produces less waste
Excellent Adhesion	<ul style="list-style-type: none">• Maintains top quality thermal and pot stability• Provides wider service temperature range• Adheres to a wide variety of surfaces
Excellent Runability	<ul style="list-style-type: none">• Reduces overall usage and costs 35% compared to competitive products
Available in Chips	<ul style="list-style-type: none">• Dispenses easily in hot melt equipment
Equipment-Friendly	<ul style="list-style-type: none">• Lowers maintenance costs• Eliminates gels and charring• Eliminates downtime
Light Amber Color	<ul style="list-style-type: none">• Provides visibility for easy use
Low Odor	<ul style="list-style-type: none">• Allows for safe, user-friendly usage



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Greentainability - Sustainable Manufacturing

Wisdom Adhesives Worldwide launched a “Greentainability” initiative in 2011, making a commitment to provide customers with the most sustainable adhesive products in today’s market.

Greentainability is achieved through the development and creation of high-performance, environmentally-friendly technology that allows for the most optimal and efficient manufacturing and usage of adhesives.

Wisdom has reduced volatile organic compounds, eliminated ozone-depleting solvents, and continues to work toward ultimate adhesive greenness and sustainability. Greentainability makes every Wisdom product go further - making the best solutions for the environment and for the customer.

Note: Specifications are determined using standard laboratory tests based on ASTM or other similar protocol and are subject to the actual product technical data sheet.

CoolWiz™ MM251-2 Adhesive Specifications

Typical Application Temperature	275°F
Viscosity at Application Temperature	950 cps
Typical Open Time	Fast
Typical Set Time	Fast
Specific Gravity	0.98
Molten Gardner Color	Typically 3

About Wisdom Adhesives Worldwide

Advancing adhesives since 1875, Wisdom Adhesives Worldwide supplies innovative, highly reliable and environmentally safe adhesives to industrial users around the globe. Wisdom manufactures adhesives engineered to meet the rapidly evolving demands of the packaging, paper converting, graphic arts, bookbinding, product assembly, and textile industries.

Headquartered in North America, Wisdom Adhesives Worldwide has been owned and operated by five consecutive generations of the Wisdom family, and is the longest continuously running adhesives manufacturer in the world. Providing highly personalized service and exceeding customer expectations is the Wisdom Way.



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