

TECH TALK

The PolyPeel™ Advantage

A CONVERSATION WITH GORDON BROOKS ON POLYPEEL PEELABLE POLYESTER HEAT SHRINK TUBING

In the ever-evolving world of medical device manufacturing, innovation isn't just about creating something new, it's about solving problems that matter. Few understand this better than Gordon Brooks, Senior Principal Product Line Manager at Nordson MEDICAL. With nearly three decades of experience in the medical device industry, Gordon has seen the sector transform, and he's played a key role in shaping that transformation.

We sat down with Gordon to talk about his journey, the groundbreaking PolyPeel™ technology, and how Nordson MEDICAL is helping manufacturers meet the demands of modern healthcare with smarter, more efficient solutions.

OVERVIEW

Q Gordon, could you start by telling us a bit about your role at Nordson MEDICAL?

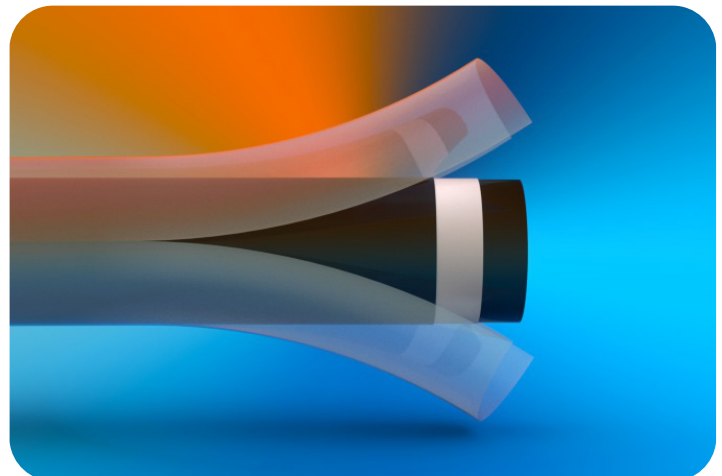
A I'm the Senior Principal Product Line Manager at Nordson MEDICAL, where I oversee the PET Heat Shrink product line—including PolyPeel™—as well as four other product lines. With 28 years in the medical device industry, I bring a broad background in sales, product marketing, portfolio management, and business development. That experience helps me align strategic planning with real-world customer needs, working closely with our engineering and sales teams to deliver solutions that support innovation from concept to commercialization.

Q For those unfamiliar, can you give us a brief overview of Nordson MEDICAL and what you offer to the market?

A Nordson MEDICAL is a global leader in the design, development, and high-volume manufacturing of precision medical device components. Our expertise spans a wide range of technologies, including extrusions, fluid components, heat shrink tubing, balloons, solution cast cannula, biomaterial delivery systems, PTFE (both ram and film cast), polyimide, and nitinol. These technologies support critical applications in electrophysiology, cardiology, peripheral vascular, structural heart, neurovascular, and endoscopy. What sets us apart is our ability to integrate these technologies into comprehensive solutions that help our customers innovate faster and more efficiently.

Expertise That Drives Innovation

- Global leader in precision medical components and high-volume manufacturing
- Broad technology portfolio: extrusions, balloons, heat shrink, polyimide, nitinol, and more
- Integrated solutions that help customers innovate faster and more efficiently



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The PolyPeel™ Advantage

WHAT'S THE STORY OF POLYPEEL™?

Q Let's talk about PolyPeel™. How does this product improve production efficiency?

A PolyPeel™ is a peelable polyester heat shrink tubing designed to streamline manufacturing. It improves production efficiency in several key ways. First, it's fast and easy to remove, which increases throughput on production lines—especially when used for masking, bundling, or protecting components. Second, as a PFAS-free alternative to FEP heat shrink in reflow applications like catheter lamination, PolyPeel™ offers thinner walls, enabling faster run speeds at the same temperatures. Finally, because it doesn't require skiving, it significantly reduces scrap rates—a major win for manufacturers.

Q That sounds like a game-changer. Can it make a difference when timelines are tight or production needs to scale quickly?

A Absolutely. Any time you can simplify a manufacturing process—especially one that's repeated thousands of times—you're going to see benefits in speed and scalability. PolyPeel™ makes operator training easier, reduces the chance of error, and enables higher capacity. Whether you're ramping up production for a product launch or trying to meet a surge in demand, PolyPeel™ helps you move faster without compromising quality.

Q Does PolyPeel™ only enhance efficiency, or does it also contribute to the performance of the final catheter?

A It does both. On the efficiency side, it's easier and faster to remove, and it reduces scrap. But it also contributes to catheter performance in meaningful ways. For example, its ultra-thin walls—less than 0.001 inches—allow for bundling to very tight tolerances. That helps reduce the overall profile of the catheter, which is critical in minimally invasive procedures.

PolyPeel™ also enables seamless transitions when used for masking, such as in discrete coating applications. And because it requires lower recovery temperatures to shrink, it can be used

to preserve the wrapped profile of balloon-expandable stents or other devices mounted on balloons. That means you can protect delicate components without exposing them to high heat, which could otherwise cause damage.

Q What kinds of procedures or markets benefit most from this technology?

A PolyPeel™ is particularly valuable in any medical device segment that requires low-profile, thin-walled heat shrink as a manufacturing aid. That includes electrophysiology, cardiology, neurovascular, and structural heart applications, among others. It's also ideal for customers looking for a PFAS-free alternative to FEP heat shrink, especially in reflow laminating applications. As regulatory and environmental pressures increase, having a PFAS-free option is becoming more important.

Q What's the feedback been like from manufacturers who've adopted PolyPeel™?

A The feedback has been overwhelmingly positive. Manufacturers appreciate how much easier it is to work with compared to traditional heat shrink tubing. The time savings alone make a big difference, and they also value reduced scrap and improved process consistency. As more companies seek PFAS-free solutions, PolyPeel™ is emerging as a preferred alternative without compromising performance.



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THE FUTURE

Q Looking ahead, how do you see technologies like PolyPeel™ shaping the future of medical device manufacturing?

A I think we're entering a phase where efficiency, sustainability, and performance are all equally important. Technologies like PolyPeel™ are at the intersection of those priorities. They help manufacturers produce better devices faster, with fewer environmental concerns and less waste. As the industry continues to evolve, I believe we'll see more innovations that follow this model—solutions that are smarter, cleaner, and more adaptable to the needs of modern healthcare.

Q Finally, what excites you most about your work and the direction Nordson MEDICAL is heading?

A What excites me most is our impact. Every product we launch can improve or save lives. At Nordson MEDICAL, we develop components that enable innovation, solve complex challenges, and deliver better patient outcomes. Technologies like PolyPeel™ show how small manufacturing changes lead to big performance and efficiency improvements.



PARTNER WITH THE EXPERTS

Q For someone interested in seeing PolyPeel™ in action, what's the best way to do that?

A We'd love to show you. The best way is to contact us directly at vtn-customerservice@nordsonmedical.com to request more information and samples.

As manufacturers face increasing pressure to deliver high-quality products quickly and sustainably, solutions like PolyPeel™ offer a clear path forward.

Whether you're looking to streamline your production line, reduce waste, or improve catheter performance, PolyPeel™ is a technology worth exploring. And with Nordson MEDICAL's deep expertise and commitment to excellence, you'll have a partner who understands your challenges and is ready to help you overcome them.

Key Factors in the Customer's Decision

- **Quick removal:** Speeding up production.
- **PFAS-free:** A sustainable FEP alternative.
- **Thin walls:** Enables faster runs and tighter bundles.

Learn More or Request Samples

To learn more or request samples, reach out to vtn-customerservice@nordsonmedical.com. See the future of catheter manufacturing—and discover how PolyPeel™ can transform your process.

About Nordson MEDICAL

Nordson MEDICAL is a global expert in the design, development, and manufacturing of complex medical device components. We serve interventional, surgical, and specialized markets with technologies that save or enhance lives. As an integrated, single-source partner, we enable our customers to save costs and speed time to market.

Visit Nordson MEDICAL at nordsonmedical.com