WHAT IS CLAIMED IS:

1. A tape affixing apparatus for using a tape set including a tape, the tape having an adhesive layer on one surface of the tape and being cut in a shape corresponding to an affixation target object, and a band-shaped sheet affixed to the adhesive layer, and affixing the tape to the affixation target object while peeling off the tape from the sheet, the tape affixing apparatus comprising:

a holding unit configured to hold the affixation target object;

an affixing unit configured to affix the tape peeled off from the sheet to the affixation target object held by the holding unit; and

a horizontal moving mechanism configured to move the holding unit and the affixing unit relative to each other in a horizontal direction,

the affixing unit including

a first roller set configured to sandwich the tape set by at least two rollers,

a second roller set configured to sandwich the sheet by at least two rollers,

a peeling plate configured to peel off the tape from the sheet by bending the tape set at an acute

angle at a position between the first roller set and the second roller set,

an affixing roller configured to affix the tape to the affixation target object by pressing the tape peeled off from the sheet by the peeling plate against the affixation target object,

an air nozzle configured to make a distal end of the tape peeled off from the sheet conform to an outside surface of the affixing roller, and

an end detecting unit configured to detect the distal end of the tape made to conform to the outside surface of the affixing roller,

wherein

the end detecting unit is disposed at an end in a moving direction of a support base of the holding unit at a time of affixation of the tape,

a distance between the end detecting unit and an end in the moving direction of the holding unit is determined by a design value, and

the horizontal moving mechanism is configured, after the end detecting unit detects the distal end of the tape, to move the holding unit on the basis of the distance determined by the design value.

2. The tape affixing apparatus according to claim

1, wherein

the end detecting unit includes a light emitting unit disposed in the holding unit and configured to emit measurement light toward the affixing roller, a light receiving unit configured to receive reflected light of the measurement light, and a detecting unit configured to detect the distal end of the tape on a basis of light reception of the reflected light by the light receiving unit.

3. The tape affixing apparatus according to claim 1, wherein

the end detecting unit includes a tactile sensor disposed in the holding unit and configured to extend such that a distal end of the tactile sensor is in contact with the outside surface of the affixing roller and a detecting unit configured to detect the distal end of the tape by the tactile sensor.

4. The tape affixing apparatus according to claim 1, wherein

the end detecting unit includes an ultrasonic vibration generating unit disposed in the holding unit and configured to generate an ultrasonic vibration toward the affixing roller, a vibration receiving unit configured to receive a reflected vibration resulting

from reflection of the ultrasonic vibration by the affixing roller or the tape, and a detecting unit configured to detect the distal end of the tape on a basis of a value of the vibration receiving unit.