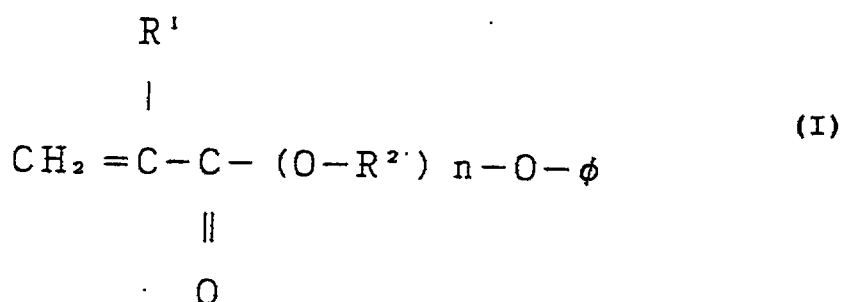




ABSTRACT OF THE DISCLOSURE

The present invention provides a pressure-sensitive acrylic adhesive composition which is excellent in the adhesion to polyester films as an adhesive material having tackiness at ordinary temperature and has such high heat resistance as withstanding solder reflow during mounting. The pressure-sensitive acrylic adhesive composition for adhesion of polyester films comprises a tacky copolymer of a monomer mixture comprising: a) from 40 to 80% by weight of a (meth)acrylate represented by the following formula (I):



wherein R^1 represents a hydrogen atom or a methyl group; R^2 represents a methylene group, an ethylene group or a propylene group; n is an integer of 1 to 3; and ϕ represents a phenyl group, a monoalkyl-substituted phenyl group or a dialkyl-substituted phenyl group; b) from 19 to 40% by weight of an alkyl (meth)acrylate carrying an alkyl group having 2 to 14 carbon atoms on average which is copolymerizable with said monomer component a); and c) from 1 to 20% by weight of another monoethylenic unsaturated monomer which is copolymerizable with said monomer components a) and b), each based on the monomer mixture.