



A PACKAGING TAPE THAT MAKES A LASTING IMPRESSION

tesa® 60400 Bio & Strong: For Us, It's the Start of a Sustainable Future

TOGETHER AGAINST CLIMATE CHANGE

Why Businesses Need to Move Forward Now

Extreme weather events such as droughts and storms, as well as rising sea levels and temperatures – the effects of climate change on our planet are becoming increasingly apparent to all of us. Almost every country in the world is dealing with climate change and its impact on everyday life – with the poorer, more vulnerable parts of the world being significantly more affected.

Innovative solutions give us hope

Climate change is a global challenge that does not stop at national borders. International politics, business, and society are all faced with the same challenge. With the Paris Agreement of 2015, an important step was taken to stop the global rise in temperatures – and to reduce them in the long term. However, in addition to numerous laws and reforms, it is above all the innovative sustainability solutions from industry that provide a path to a clean, robust economy with the help of renewable energies.



Businesses need to set a good example

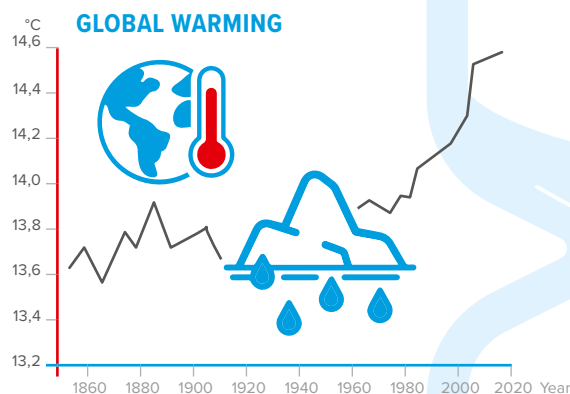
Every business in the world, whether it's a start-up or a major corporation, has a responsibility. They need to make it as easy as possible for consumers to use sustainable products and services – and also develop a strategy that encompasses all areas of their company.

“The only way to reduce emissions and improve our climate over the long term is if companies systematically implement the measures of the Paris Agreement.”

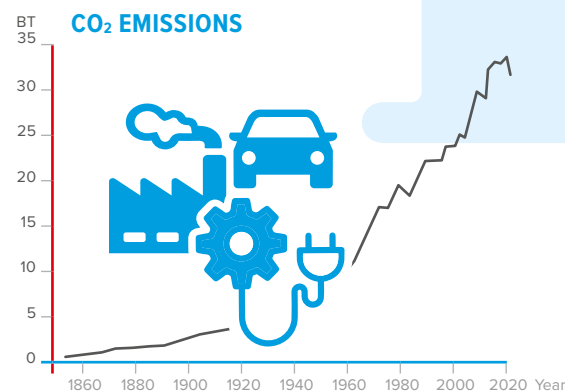
CLIMATE CHANGE IN FIGURES*

Why We Don't Have Much Time Left

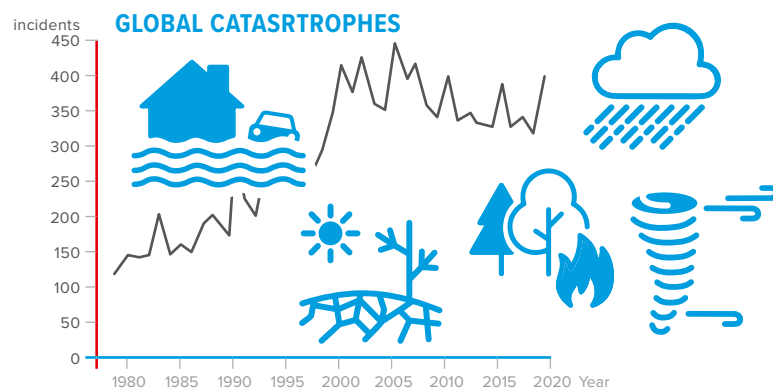
- **2020** was the **hottest year** and **2010–2019** the **hottest decade** on record.
- The **average global temperature** is **1.1°C higher** than in pre-industrial times.
- The average annual expansion of **Arctic sea ice** is **shrinking by 2.7 percent per decade**. Greenland is losing **250 to 300 billion tons of ice** per year.



- **Global emissions** of carbon dioxide (CO₂) **have risen by almost 50 percent** since 1990.
- **CO₂ emissions fell by 6%** in 2020.
- **CO₂ emissions are expected to drastically increase** in 2021 after world economic recovery **after Covid-19**.
- **Energy-related CO₂ emissions** in Germany: **93.21%** carbon dioxide.



- The number of climate-related **global catastrophes** has **tripled** since 1980.
- **The costs in damages** related to weather disasters are estimated to **exceed €100 billion** in 2020.
- In 2020, the worldwide **monetary losses** related to weather disasters **increased over 20%** compared to 2019.



WHAT DO THE 17 GLOBAL GOALS MEAN FOR YOUR COMPANY?

Sustainable Development Goals for a Better Future

In 2015, many heads of state and government agreed on 17 global goals, known as the Sustainable Development Goals (SDGs), for the sustainable development of our planet. The aim is to end global poverty, fight inequality, and put a stop to climate change by 2030. Everybody is working together to achieve the 17 goals: governments worldwide, as well as private business and science.



Businesses worldwide need to act

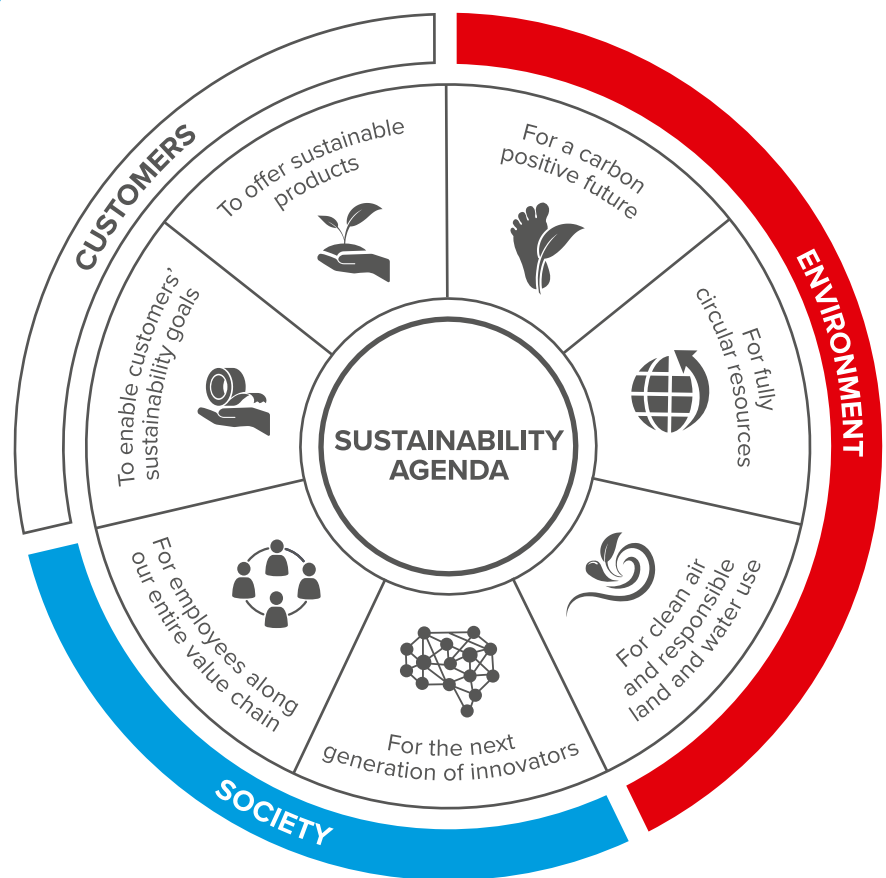
All measures from the goals – from ending poverty to climate protection – are closely interlinked and affect other areas. The aim is to create a balance between social, economic, and environmental sustainability by 2030. Here, in particular, businesses are called on: the opportunity for radical, systemic change is more tangible than it has been for a very long time due to the COVID-19 crisis.

Many companies around the world are already carrying out pioneering work and using their creativity, expertise, innovative technologies, and financial resources to achieve the global goals. In the future, there will be regulations in place making this commitment mandatory for companies.

OUR tesa[®] SUSTAINABLE GROWTH STRATEGY

Connect, Change, and Move Forward

In 2020, we took our sustainability activities to the next level and made “Sustainable Growth” a key element of our corporate strategy. At the heart of this is our new sustainability agenda. It provides us with a schedule and sets out the path we need to pursue in order to make our business model even more sustainable – holistically throughout our entire value chain. In 2021 we want keep the pace we’ve set in 2020.



Environmental protection comes first

We have set ourselves ambitious targets and integrated numerous measures for all areas of focus. Protection of the environment is at the very heart of our policy. On the way toward a climate-friendly future, we are driving climate protection and resource conservation throughout the entire value chain, we are consciously ensuring closed production cycles as an international company, and we are conserving natural resources. Our goal is to double the number of sustainable products in our range, halve our CO₂ emissions, and source 80% of our materials from certified and sustainable suppliers by 2025.

Key goals already achieved

Since the end of 2020, we are covering our entire electricity requirements for all tesa sites worldwide through renewable energies. Furthermore, energy-related CO₂ emissions were reduced by 23 percent compared to 2018. Our employees were involved in a total of 23 projects concerning the efficient use of resources and contributed to a reduction in the use of materials, waste, and energy.

OUR SUSTAINABILITY STRATEGY FOR PACKAGING TAPES

Two Clear Goals for a Pioneering Range of Products

The debate around “packaging pollution” has grown significantly in recent years. Increasing concern from more regulatory bodies and from the public are currently leading to major changes – in both industrial and consumer packaging.

The packaging tape used is also being discussed as a crucial part of the packaging solution, with calls for innovative solutions that better protect our environment growing louder.

Sustainable materials for our products – support for our customers

As one of the market leaders for packaging tapes, we are very well aware of the big contribution that we can make to the environment when developing new products. We are not only focusing on becoming a more sustainable company but we want to support our customers to become sustainable as well. To do so, we have defined two major goals for our packaging tapes assortment:

1. We want to enlarge our product offer with as many sustainable products as possible with the customary quality they have come to expect from tesa. We want to show our customers that sustainable products can also show an excellent performance.
2. We also want to help our customers to achieve their own sustainability goals with our new packaging solutions. We are therefore focusing on maximum transparency, for example with a clear declaration of the criteria for sustainable products.

These five criteria are the basis for sustainable products:



RESPONSIBLE
RESOURCE
MANAGEMENT



RENEWABLE
FEEDSTOCKS



REDUCE
CO₂ EMISSIONS



RECYCLED
CONTENT



END-OF-LIFE
OPTIONS

BIO-BASED PRODUCTS IN THE PRODUCTION OF ADHESIVE TAPES

Why Sustainable Products Will Be Vital in the Future

Bio-based products can now increasingly be used in the production of adhesive tapes. Bio-based products are obtained in whole or in part from materials of organic origin under strict conditions. Many, or ideally all, traditionally synthetic processes are being replaced in production by natural processes such as fermentation or biocatalysis. This enables greater process efficiency to be achieved, leading to a reduction in energy and water consumption and a reduction in toxic waste – an important step toward achieving Sustainable Development Goal 12.

Various benefits through the use of sustainable materials

As the new materials are derived from renewable resources such as plants, they reduce CO₂ emissions and also offer other benefits such as lower toxicity or new product properties (e.g. biodegradable plastics). This is precisely what consumers around the world are now increasingly calling for – especially when sustainable production methods do not compromise the performance of the products. When this is ensured, consumers are also willing to pay a little more for the product.



NEW: tesa® 60400

**The Same Quality As Usual –
As Sustainable As Never Before At tesa**

The Curtain Rises on a Global Premiere: tesa® 60400 Bio & Strong – the first bio-based tape in our packaging tapes assortment.

For this innovative product, we have taken our product development skills to the next level. The backing material chosen for this tape is polylactid acid, also known as PLA. This bio-plastic material is made from annually renewable, plant-based materials (e.g. corn starch, tapioca roots, and sugarcane) offering a naturally lower carbon footprint and outstanding performance properties.

PLA is currently the material of choice for many companies and consumers as its use enables products to be produced with a high bio-carbon content and consequently a lower carbon footprint. However, it is not only the backing material that is made from renewable resources. The adhesive system used is also made almost entirely from renewable feedstocks. In addition to natural rubber, a natural-based resin is also used, which almost completely replaces the use of petroleum-based materials.

The same high quality – significantly fewer pollutants

tesa® 60400 is an exceptional alternative to other fossil-based packaging tapes. It has an outstanding total bio-carbon content of 98%. It has also achieved the highest-possible bio-based rating from two of the most respected certification institutes worldwide: DIN CERTCO and TÜV AUSTRIA.

This product is based on a solvent-free coating technology and thanks to the smart choice of raw materials and its outstanding design, our new tesa® 60400 has a lower carbon footprint compared to standard packaging tapes.



Lower CO₂ emissions, but how much lower?

The use of PLA instead of fossil-based BOPP or PVC leads to a potential CO_{2eq.} reduction for the backing material of:

- 15-20%* CO_{2eq.} reduction when replacing BOPP by PLA as the backing material**
- 30-35%* CO_{2eq.} reduction when replacing PVC by PLA as the backing material**

* The savings potential of the overall product considering specific information of the film manufacturing process will be lower, but remains to be determined

** Carbon footprint calculations refer to cradle-to-grave systems evaluated according to IPCC AR5 GWP100 (incl. land use change) and take into account generic information on film production


tesa® 60400: ALL THE BENEFITS AT A GLANCE

We Help Your Business to Be Sustainable

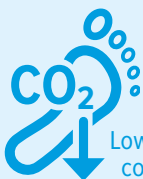
The new tesa® 60400 can help your company to use environmentally friendly materials with consistently high quality. As an innovative, sustainable product, it integrates seamlessly into your production process and helps you to achieve the prescribed sustainability goals. And your customers will also be impressed by the proactive approach to sustainability taken by your company – a brand value that is set to become much more important in the future.



The new tesa® 60400 is highly sustainable:

 **98%**
Renewable
resources used

100% 
Recycled paper-
based roll core


 **CO₂**
Lower carbon footprint
compared to standard
packaging tapes

 Solvent-free
production process

Official certification
by TÜV Austria and
DIN CERTO



Outstanding performance properties:

 **15–30 kg**
Perfect solution
for medium-weight
applications

Reliable 
sealing on recycled
cardboard boxes

 **Printable**
with all types of ink systems



IS SUSTAINABILITY ALSO IMPORTANT TO YOUR COMPANY?

tesa® 60400 is just the first of many sustainable products.
You can look forward to some innovative packaging solutions –
we would be happy to discuss them with you on an individual basis.



Call us on +49 40 88899 0