

100% original.

40% less CO₂.*

Makes sense.

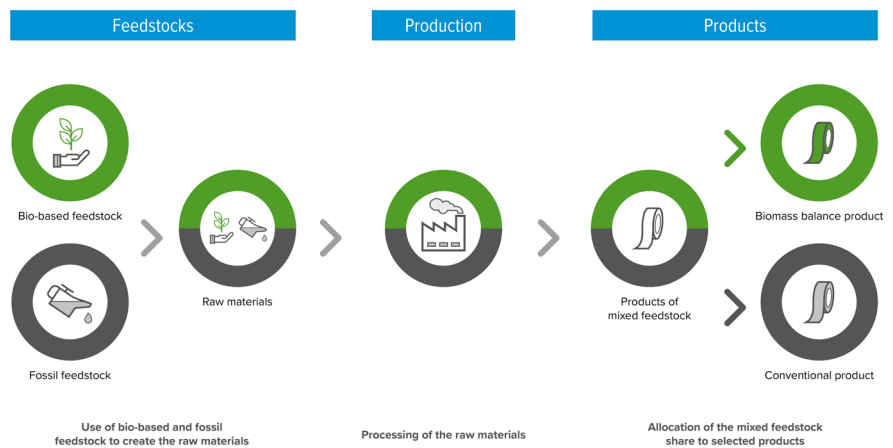
tesa® 4965 Original Next Gen double-sided tape



For over 40 years, our double-sided **tesa® 4965 Original** has been the solution of choice for dozens of industries and applications. Now we have made it even better with a 40%* reduction in CO₂ emissions, achieved through the implementation of the biomass balance approach and by equipping the new generation with a 90% post-consumer recycled PET backing.

More sustainability without compromise in performance:

- A trusted product for 40 years
- Now made from biomass balanced raw materials
- With 40%* less CO₂ compared to the original version
- Performs just as effectively



The key to CO₂ emission reduction

At our ISCC PLUS certified tesa production plant we allocate the certified renewable content from our suppliers' raw materials to the next generation of tesa® 4965 Original. Together with our suppliers, we selected the biomass balance approach, using second-generation biomass, not competing with the food chain. The attribution process in our plant and at our suppliers is externally audited by an independent third party and covered by a full chain-of-custody certification, ensuring a transparent and traceable process.

Critically, fossil feedstocks are substituted with renewable feedstocks for our new version tesa® 4965 Original Next Gen, supporting a sustainable bioeconomy and reducing the use of fossil fuels. In addition, the tape gives customers

the confidence and opportunity to create more sustainable solutions across a variety of industries. We can help meet the increasing demand for sustainable products on the market.

Same tape. Same reliable performance.

Testing a new specification

The new tesa® 4965 Original Next Gen tape performs with the same reliability as our previous version – used in a wide range of applications for more than 40 years – and meets the original technical specification. Most importantly, the adhesive with biomass balanced monomers which reduces carbon dioxide emissions by 40%* does not alter the characteristics or performance of the new tape.

tesa® 4965 Original Next Gen vs tesa® 4965 Original

- Equally reliable performance
- New tape matches the original for peel adhesion
- Both perform well in static shear testing at room temperature
- Equal percentages of elongation
- Comparable tensile strength



tesa® 4965 Original		vs	tesa® 4965 Original Next Gen	
11.5	Peel adhesion to steel [N/cm]		11.5	
10.3	Peel adhesion to ABS [N/cm]		10.3	
5.8	Peel adhesion to PE [N/cm]		5.8	
>5000	Shear resistance [min]		>5000	
200°C	Temperature resistance short-term		200°C	
100°C	Temperature resistance long-term		100°C	
-40°C	Temperature resistance min		-40°C	
>20	Tensile strength [N/cm]		>20	
>50	Elongation [%]		>50	
✓	Adhesive anchorage		✓	

Our extensive testing shows that the new tesa® 4965 Original Next Gen tape achieves the same reliable performance as its predecessor in its applications across a variety of industries. And with a carbon footprint reduction of 40%* based on figures from a verified study which meets ISO 14067 standards, you can meet your sustainability goals with confidence.

Contact your tesa representative today to find out more, and request a sample.

*Product Carbon Footprint (PCF) reduction for the new tesa® 4965 Original Next Gen (50m x 50mm handroll, PV0: red MOPP liner) compared to the current tesa® 4965 Original (50m x 50mm handroll, PV0: red MOPP liner) calculated in 2023 with Cradle-to-Gate values including biogenic carbon uptake. Individual PCF values for the other liner types (PV1, PV2, PV4) and further information you can find in our ISO 14067-compliant comparative PCF calculation on tesa.com/4965-report