

APPLICATION STORY

tesa® packaging tape brings food storage in from the cold

When an ice lolly manufacturer needed advice on the right tape to use for keeping boxes sealed in cold environments, they approached the tesa team for guidance.

Application and current method

The customer was using tape to seal boxes but with no assurance as to whether this was suitable for performing once boxes were stored in cold temperature environments and transported to supermarkets.

Customer issue

The customer noticed that general purpose tapes were unable to withstand the low temperatures required for maintaining a seal on boxes and were popping and cracking. This would result in cartons opening and the contents becoming exposed during refrigerated transportation. If boxes pop open on receipt at a supermarket then the whole pallet can be rejected. They were seeking a solution that would provide a reliable bond even in harsh environments, ensuring that all products would be accepted.

tesa assessment and proposal

The tesa team carried out an assessment of the application in question and determined that tesa® 4089 would be the appropriate solution. With a strong adhesive backing of PP film, a natural rubber adhesive and a tensile strength of 43 N/cm, tesa® 4089 is a temperature resistant tape that is able to maintain a reliable bond from -40 to +40°C.

Outcome

With its high adhesion level and ability to perform in varied and unpredictable temperatures, tesa® 4089 has successfully maintained seals on boxes where competitor tape could not. With the possibility of environmental performance failure now eliminated, no pallets will be rejected after transportation, representing a considerable potential long-term financial saving for the customer. Every product stored is now able to be converted into an ice lolly that can be sold.

