Hamburg, November 21, 2013

**Green for all purposes**

**The environmentally friendly product line tesa ecoLogo® continues to grow: in future, the solvent-free and odorless tesa® Multi-Purpose Glue will be available in a bottle made of 80 percent recycled plastic; thus, it will be included in the ecoLogo® range.**

More and more consumers are choosing to purchase sustainably produced products. In times of climate change and dwindling natural resources, tesa responds to the growing environmental awareness of consumers with the environmentally friendly ecoLogo® range. The product line - launched in 2010 - is constantly expanding. In December 2013, another new "green" product will follow: The Multi-Purpose Glue ecoLogo®- primarily based on natural ingredients - is offered for sale in a bottle made ​​of 80 percent recycled plastic.

**Ideal for creative handicraft works**

Just as strong as the environmentally friendly bottle: the quality of the glue. The odorless and heat and light resistant Multi-Purpose Glue is ideal for working on creative crafts.

**Precise and clean gluing of points, lines and surfaces**

On paper, photos, fabrics, wood, cork, felt or leather: The exact and clean working Multi-Purpose Glue ecoLogo® is suitable for many materials. The individually adjustable cap function is particularly practical. Thus, with a click, the glue can be applied to points, lines or even large areas, as needed. Any adhesive residues on clothes are easily washable at 30° C.

**Multi-Purpose Glue is available in different sizes**

The tesa Multi-Purpose Glue ecoLogo® is available in the sizes 50 g (MSRP 2.09 Euro excl. VAT) and 100 g (MSRP 2.69 Euro excl. VAT). Furthermore, a 1000 g bottle is offered (MSRP 14,09 Euro). The advantage of the XXL bottle: The Multi-Purpose Glue ecoLogo® can be filled in empty 100 g refill bottles (MSRP 0.59 Euro excl. VAT).

**The future belongs to tesa ecoLogo®**

As a renowned brand, since more than 75 years tesa stands for high-quality office products and intelligent solutions for office, home and school. With the introduction of the tesa ecoLogo® range in 2010, the company became the pioneer on the "green wave" in

the paper, office and stationery section. For this market segment, adhesive rollers, adhesive films, packing tapes, glue sticks and correction rollers are made free of solvents and using mainly recycled or natural materials. The tesa ecoLogo® offer is continuously expanded and regularly convinces through product innovation, which protect both, people and environment.

This press release and photographic material are available on our website [www.tesa.com/press](http://www.tesa.com/press).

**More information:**

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