

Re-thinking box opening

tesa® 51344 paper-based tear tape for efficient and recyclable package opening



The challenge: full recyclability of paper-based packaging

Packaging made of paper and board material protects valuable goods during transport and storage. It is lightweight and most often easy to recycle. Part of a functional and well-perceived packaging is the 'unboxing experience' for the end user or the practical unpacking at the retailer. Smooth and reliable box opening is essential for a satisfying experience. At the same time, recyclability is becoming increasingly important. One way to improve recyclability is to design 'mono-material packaging', completely avoiding the use of plastic material, including the tear tapes used to improve the opening experience.

Introducing tesa® 51344

To ensure recyclability of opened packaging, we have developed tesa® 51344, a tear tape with a paper-based backing material. It can be seamlessly integrated into appealing package designs and provides reliable opening performance.

At tesa, we use our expertise to develop products that contribute to overall sustainability. tesa® 51344 ticks the following boxes when it comes to sustainable aspects:

- Recyclable: disposable with the board material (recyclability test according to PTS-RH 021:2012)
- Paper backing from sustainably managed sources
- Solvent-free coating process
- 100% recycled paper core

Our new tesa® 51344 paper-based tear tape is designed to tear through most grades of paper and flute. When integrated into box designs, packages can easily be opened without the use of knives or scissors, avoiding possible damage to the products inside. The tape's innovative, strong paper backing is combined with a high-tack adhesive, ensuring a reliable bond on paperboard with highly recycled content. When the box is disposed of, the tape can be recycled along with the box material.





tesa® 51344 can be applied in-line during the corrugated board manufacturing process and we have successfully tested processability on market-leading applicators from Wellpack and MuK. During box processing and finishing, tesa® 51344 can also be applied with off-line market standard applicator systems.

Contact your tesa sales representative today with your individual requirements to sample tesa® 51344.

tesa® 51344 main benefits at a glance



Product design helps to achieve packaging sustainability targets



Visual appearance within final packaging appreciated by leading box design centers



Strong paper backing and high adhesion on board material for reliable and quick box opening performance

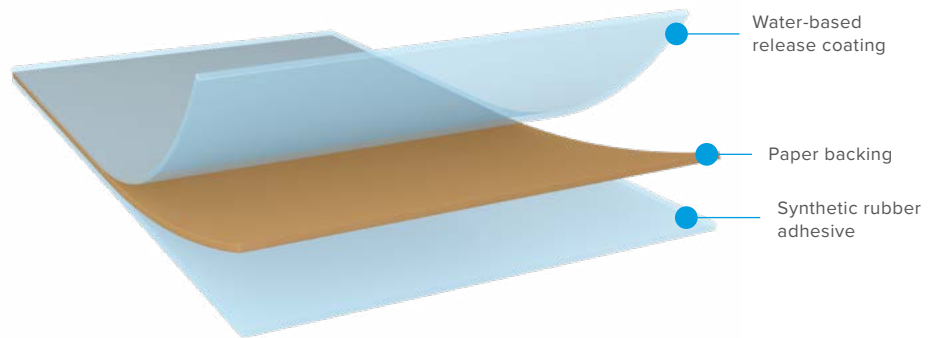


Smooth unwinding and proven processability on market standard tape applicators

Technical data

tesa® 51344

| | |
|----------------------------|---------------------------------|
| Backing | Paper |
| Total thickness | 220 µm |
| Type of adhesive | Synthetic rubber - solvent-free |
| Elongation at break | 12 % |
| Tensile strength | 145 N/cm |
| Adhesion to steel | 11 N/cm |



tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.

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