



DISTRIBUTOR PARTNERSHIP

tesa® Alliance Program – Benefits & Requirements

WHO WE ARE

We are a leading manufacturer of pressure sensitive adhesives serving the appliance, automotive, building supply, electronics, industrial, paper and print, and transportation industries. With our reliable solutions and excellent service, we support industry partners in optimizing their processes and improving their products.

For over a century, tesa® has pioneered the development of pressure sensitive adhesive tape technologies. This rich tradition of innovation dates back to 1882 when the company’s founder patented a method for manufacturing medical adhesive dressings. With this invention came the beginning of a global enterprise. Today, tesa® is one of the world’s leading manufacturers of self-adhesive product and system solutions for industry, professional craftsmen, and consumers.

Since 2001, tesa® SE (4,917 employees) has been a wholly owned affiliate of Beiersdorf AG (whose products include NIVEA, Eucerin, and la prairie).

Regional Headquarters
tesa tape, inc.
5825 Carnegie Boulevard
Charlotte, NC 28209

Automotive Solution Center
tesa tape, inc.
28100 Cabot Drive
Suite 201
Novi, MI 48377

tesa Plant Sparta
324 South Union Avenue
Sparta, MI 49345

tesa tape Warehouse
2945 Walkent Ct NW
Grand Rapids, MI 49544

Silicon Valley Office
tesa tape, inc.
111 W. Evelyn Avenue
Suite 215
Sunnyvale, CA 94086

tesa tape México
Av. Santa Fe No. 170
German Centre P 7-4-14
Col. Lomas de Santa Fe
D.F. C.P. 01210

Customer Service
Toll Free: 800-426-2181
Email: customercare@tesatape.com



- ★ Global Headquarters
- ★ North American Regional Headquarters
- ★ Mexico Affiliate Office
- Automotive Solution Center
- Plant
- Warehouse
- Silicon Valley Office

PROGRAM OVERVIEW





The tesa® Alliance Program for Distributor Partners is based on having excellent communication and alignment between both of our companies. This helps ensure that we are able to understand our respective expectations. A Distributor Partner provides value added services to end customers focusing on areas such as logistical expertise, customized solutions, and a high degree of customer intimacy. There are different levels of participation in the program with increasing requirements yielding increased benefits to the Distributor Partner.

- Additional goals and purpose of the program include:
- Alignment across our business units to provide a unified message to our key Distributor Partners
 - Yields clear financial rewards for the Distributor Partners and tesa® through growth
 - Facilitates engagement with key Distributor Partners through communication and setting mutual expectations



While it is tesa's intention to reasonably apply the partner program and policies as set forth herein and any related documents (as may be modified from time to time), tesa retains sole and absolute discretion to terminate the program and/or to modify any of the program details, related policies, and/or eligibility requirements at any time; and tesa further retains sole and absolute discretion with respect to the application of the program, related policies, eligibility criteria, and provision of program benefits. Therefore, it is within tesa's sole and absolute discretion to decide whether each distributor/converter has satisfied the requirements of the partner program (or any particular level therein) and whether tesa wishes to award any particular partner level recognition and/or associated benefits to a distributor/converter (whether based on the stated eligibility requirements or for any other reason in tesa's sole and absolute discretion). This document and all others related to the partner program shall not create a legal contract between tesa and any distributor/converter, nor shall they create any contractual or legal right of distributor/converter or any contractual or legal obligation of tesa with respect to the partner program. Any benefits that may be provided under the partner program shall be provided in tesa's sole and absolute discretion.

DISTRIBUTOR PARTNER LEVELS

tesa® Diamond Distributor Partner Benefits & Requirements	tesa® Platinum Distributor Partner Benefits & Requirements	tesa® Gold Distributor Partner Benefits & Requirements	tesa® Silver Distributor Partner Benefits & Requirements
<p>Benefits:</p> <ul style="list-style-type: none"> • Highest level of sales, marketing and technical support • Highest level of incentives including rebates and Market Development Funds (MDF) • Access to certifications and approvals • Advance notification of new product launches • Priority access to new leads <p>Requirements:</p> <ul style="list-style-type: none"> • \$5,000,000 USD in purchases or greater per year • Leads with tesa in specified market(s)/customers • In-depth joint Alignment Planning and Plan Execution / Quarterly Reviews • Provides Point-of-Sale (POS) data per tesa® format guidelines • Adheres to Partner Policy including the tesa® Code of Conduct 	<p>Benefits:</p> <ul style="list-style-type: none"> • High level of sales, marketing and technical support • High level of incentives including rebates and Market Development Funds (MDF) • Access to certifications and approvals • Advance notification of new product launches • Priority access to new leads <p>Requirements:</p> <ul style="list-style-type: none"> • \$1,000,000 USD in purchases or greater per year • Leads with tesa in specified market(s)/customers • In-depth joint Alignment Planning and Plan Execution / Quarterly Reviews • Provides Point-of-Sale (POS) data per tesa® format guidelines • Adheres to Partner Policy including the tesa® Code of Conduct 	<p>Benefits:</p> <ul style="list-style-type: none"> • Strong level of sales, marketing and technical support • Strong level of incentives including rebates and Market Development Funds (MDF) • Access to certifications and approvals <p>Requirements:</p> <ul style="list-style-type: none"> • \$500,000 USD in purchases or greater per year • Leads with tesa® in specified market(s)/customers • Joint Alignment Planning and Plan Execution / Quarterly Reviews • Provides Point-of-Sale (POS) data per tesa® format guidelines • Adheres to Partner Policy including the tesa® Code of Conduct 	<p>Benefits:</p> <ul style="list-style-type: none"> • Sales, marketing and technical support • Access to world class adhesive products and solutions <p>Requirements:</p> <ul style="list-style-type: none"> • \$250,000 USD in purchases or greater per year • Leads with tesa in specified market(s)/customers • Investment in tesa through internal trainings, inventory management, and/or sales campaigns • Adheres to Partner Policy including the tesa® Code of Conduct
			

PROGRAM BENEFITS

A complete statement of the terms and conditions under which tesa® sells its products and conducts its business is available upon request. The tesa® terms and conditions shall override any statements from the tesa® Alliance Program Partner Policy.



I. Sales and Technical Assistance

tesa® is dedicated to serving customers and the expansion of sales through value-added relationships with our key partners. To achieve these goals, we maintain a comprehensive product assortment. We have technical and sales representatives who are dedicated to working with our key partners to ensure that our mutual end customers realize the full potential for cost savings and productivity improvements. tesa® provides product application information and training programs for our key partners. Our aim is to provide dedicated sales support for our key partners in order to ensure we meet and exceed your expectations.



Furthermore, our tesa® Alliance Program is structured to financially reward outstanding performance, capabilities, and proven success. In order to achieve this, tesa® discusses annual sales targets & related incentives through an annual Alignment Planning process with our highest level partners which are reviewed on a quarterly basis. Key partners also get access to a wide range of tesa® products and key assortments in addition to potentially joint product development with tesa® should the need arise.

Key Partners also have access, depending on the partner's level in the program, to technical benefits which include:

- Application Solution Center (ASC) support, technical trainings, and plant visits
- Online training programs and webinars
- Specialized market and product specific training
- Analytical lab testing
- Dispenser solution support by ASC (if needed)



II. Marketing and Digital Support

As part of our partnership, tesa® will assist its key partners with cobranding and market studies based on common alignments as well as the partner's level in the tesa® Alliance Program. tesa® can also help support preparation and participation in trade shows or expos when appropriate.

tesa® is continuously investing in digital marketing to strengthen its media and marketing communications program to help promote tesa® branded products and technology. Our key partners can benefit from the tesa® digital offering through access of the tesa® extranet if the partner is eligible under the tesa® Alliance Program.

Sales leads resulting from the internet and other media will be shared with partners who consistently stock our products and who actively participate and support the tesa® Alliance Program.

- Market Development Funds (MDF)
tesa® will reimburse eligible partners for any pre-approved marketing program. Funds cannot be accumulated from year to year. The program is based on collaboration and promoting tesa® branded products via print advertising, website advertising, catalogs, mailers, newsletters, sales programs, training, booth space for trade shows, and other potential joint marketing activities.
- MDF Pre-Approval
Partners must submit proposed marketing activities and related cost to tesa® Sales Management prior to executing any marketing activity.
- Advertising Materials
tesa® will provide, upon request, advertising setup materials, reproduction proofs, and logo type for electronic and printed mediums at no charge. This content will be available to eligible partners via the tesa® extranet or upon request.
- Printed Material
tesa® will supply reasonable quantities of printed literature, free of charge, to key partners. Partners are encouraged to download literature from the tesa® website <https://www.tesatape.com/> or through the tesa® extranet.
- Samples
The tesa® sample policy is intended to be used to test tesa® products, end user sampling, trade shows, and technical trainings. Contact your local tesa® sales representative for more information regarding your sample needs.
- Product Certification
A customer may require product certification. Product certifications are typically issued for compliance to an established specification. To ensure a product can or does meet the specification, please contact Customer Care department. Providing the product does meet the specification, tesa® can provide a certificate of conformance upon request.





Our management system is certified according to the standards ISO 9001, ISO/TS 16949, and ISO 14001.

United States and Canada

tesa tape, inc.
5825 Carnegie Boulevard • Charlotte, NC 28209
Phone: +1-800-426-2181
Email: marketing@tesatape.com