Hamburg, January 14, 2014

**White is the new black**

**The desk dispensers Easy Cut Frame and Easy Cut Compact with the non-slip tesa**® **Stop Pad technology are now also available in the trend color white.**

The fast-growing automotive sector and high-tech industry successfully showed us how to do it: White is the new black. The trend color which embodies modern elegance and clarity, promises to be a sales guarantee in the world of office accessories.

**White as a symbol of sophisticated understatement**

tesa is setting convincingly bright color accents with two successful products. Besides the classic black version, the desk dispensers Easy Cut Frame and Easy Cut Compact from December 2013 will also be available in a brilliant white edition. The new color shade of these stylish and functional everyday helpers is a symbol of sophisticated understatement and fulfills the desires of many design-oriented consumers, who wish to organize their home and office with style.

**Absolutely slip-resistant tesa® Stop Pad**

The modern design is - in customary tesa quality - connected with maximum functionality. Both dispensers can be used with just one hand. This is made possible by an integrated tesa® Stop Pad on the bottom side that prevents any irritating slipping of the desk dispenser on the work surface. Without leaving sticky residues, it can be removed and repositioned any time. If necessary, the adhesive force of the stop pad can be reactivated by cleaning it with water. Another advantage of the special coating concerns the logistics, since thanks to the tesa® Stop Pad technology the desk dispenser is lighter than other products available on the market.

**The right design for every taste**

Depending on personal taste and individual needs, the consumer may choose among two different designs for the refillable desk dispenser, suitable for adhesive tape rolls 19 mm wide and up to 33 meters long.

**Easy Cut Frame**

The cleverly designed desk dispenser Easy Cut Frame captivates with its puristic appearance and its high-gloss surface - a perfect eye-catcher. Easy Cut Frame is offered for sale at a net price of 9.99 Euro, including a roll of tesafilm® crystal-clear / tesafilm® matt-invisible.

**Easy Cut Compact**
A powerful, smoothed silhouette and the successful combination of glossy and matt surfaces characterize the Easy Cut Compact. The desk dispenser, delivered with a 10 meter long and 15 millimeter wide roll of tesafilm® crystal-clear / tesafilm® matt-invisible, is available at a net price of 5.99 Euro.

**Strong support at the Point of Sale**

tesa offers retailers not only a revenue-relevant range expansion, but also a strong product presence. Extensive PoS measures such as end consumer adverts, 3-D animation, product videos and animated online banners accompany the launch.

**Office accessories that match the modern spirit of the time**
By the color expansion of the exclusive desk dispenser, tesa presents itself once more as an expert in elegant, functional office products that meet the modern spirit of the time. Since the tesa® adhesive film launch in 1936, tesafilm® is an indispensable daily helper that today can be found on almost every desk. In combination with the desk dispensers Easy Cut Frame and Easy Cut Compact, the classic adhesive film transforms into a chic accessory.

This press release and photographic material are available on our website [www.tesa.com/press](file:///%5C%5CHAMV0405%5CTESA-LOC001%5CDATEN%5C1100_Unternehmenskom%5CTextarchiv%5CProdukte%5CConsumer%5CecoLogo%5C2012_ecologo%20DIY%5CFinal%5CDE%5Cwww.tesa.de%5Cpresse).

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**Caption:** tesa sets new color accents: The desk dispensers Easy Cut Frame and Easy Cut Compact are now also available in white.