Hamburg, xx.xx. 2013

**The smart way to cut!**

**tesa presents a new desk dispenser with brand quality for the entry-level price range. The Easy Cut SMART offers price-sensitive consumers a cost-effective and environmentally friendly alternative.**

Modern design, easy to use, environmentally friendly material and uniquely inexpensive - the desk dispenser Easy Cut SMART is the best proof that high product quality and a competitive price can be perfectly combined.

**Smart desk dispenser for the lower price segment**

As successor to the innovative desk dispenser Easy Cut Economy, it convinces with a number of purchase reasons that award it a convincing place in the lower price segment.

**Successful combination of design and sustainability**

With its small, ergonomic shape and the matte black finish, the smart helper makes a great appearance on any desk. Its attractive look not only meets current design trends - it also sets new standards in terms of environmental friendliness: The casing of the desk dispenser consists 100 percent of recycled plastic.

**tesa® Stop Pad ensures a safe stand on the work surface**

Besides the attractive design and the production using recycled materials, the functionality in customized tesa quality is paramount. Cutting the solvent-free tesafilm**®** adhesive tape is possible with just one hand. This is possible thanks to the integrated tesa**®** Stop Pad on the bottom side of the desk dispenser, that prevents annoying slipping and skidding on the work surface

**Logistics benefit from the lighter weight**

Without leaving sticky residues, the Easy Cut SMART can be easily removed and repositioned. Particularly practical: 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 available products.

**tesa quality at economical prices**

The refillable Easy Cut SMART is suitable for adhesive tape rolls with 19 mm width and up to 33 meters length - it is available either together with a roll tesafilm® crystal-clear (MSRP 3.45 Euro net), a roll tesafilm® Eco & Clear (MSRP 3.47 Euro net) or a roll tesafilm® matt-invisible (MSRP 4.37 Euro net). Single and empty, the Easy Cut SMART is available at a price of 2.99 Euro net.

**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, among others, adhesive rollers, adhesive films, packing tapes, glue sticks and correction rollers are made free of solvents and using mainly recycled materials.

This press release and photographic material are available on our website [www.tesa.de/presse](file:///\\HAMV0405\TESA-LOC001\DATEN\1100_Unternehmenskom\Textarchiv\Produkte\Consumer\ecoLogo\2012_ecologo%20DIY\Final\DE\www.tesa.de\presse).

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**Caption:** Brand quality for the lower price segment: The new desk dispenser Easy Cut SMART is the ideal tool for cost-conscious consumers.