Hamburg, April 2014

**tesa adhesive tapes obtain DIN certification**

**Verification test passed, signed and sealed: As the first manufacturer of adhesives tapes, tesa was awarded with the DIN CERTCO certification seal "DIN-certified recycled content" for the products tesafilm® eco & clear and tesapack® eco & strong.**

To use less primary raw materials is the crucial challenge of our time. Given the limited resources and the fragile ecosystem, a commitment from the industry is more than ever essential. At tesa, recycling has been for many years an integral part of product manufacturing. With a voluntarily implemented certification process, tesa now sets another milestone on the road to greater sustainability and consumer responsibility.

**Recycled material content evaluated by independent experts**

In April 2014, DIN CERTCO - the certification body of the[TÜV Rheinland Group](http://www.tuv.com/de/index.html) and the German Institute for Standardization - awarded the products **tesafilm® eco & clear** and **tesapack® eco & strong** with the certification seal "DIN-certified recycled content". Through audits and reviews of material flows, independent experts examined and evaluated the recycled content of the products. The manufacturing processes were by this means controlled on-site and according to strict DIN guidelines for ecological products. The result: The plastics used are made of 100 percent recycled material and are therefore environmentally friendly.

**Competitive advantage by DIN certification**

Thanks to the DIN certification, **tesafilm® eco & clear** and **tesapack® eco & strong** clearly stand out from the competition, because they are so far the only one tape solutions to qualify for this award. A control audit, which in the future will take place once a year, will make sure that the procedures are being applied correctly, and it will determine if the content of recycled materials and the labeling of the product continue to meet the requirements of the certification program.

**Consumers are offered important guidance**

Due to the strict test criteria and the assessment of recognized experts, the DIN CERTCO certification enjoys a high national and international acceptance. This way, consumers are offered a valuable guidance for the selection of a professional and environmentally friendly adhesive tape.

**The future belongs to tesa ecoLogo®**

With the introduction of the tesa ecoLogo® range in 2010, tesa became the pioneer concerning 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. The tesa ecoLogo® offer is continuously expanded and convinces with new products, which satisfy both the people and the environment.

This press release and photographic material are available on our website www.tesa.com/press.

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**Caption:** Passed! DIN Certification: **tesafilm® eco & clear** and **tesapack® eco & strong** receive the quality seal DIN CERTCO.