Frankfurt, 28 January 2013

**Product of the Year: Good for work, good for the environment**

**tesafilm® Mini Dispenser ecoLogo® and tesa Mini Roller Correction ecoLogo® awarded**

**Whether in sky blue, apple green or violet purple: The new tesafilm® Mini Dispenser ecoLogo® and the colorful friends of the tesa Mini Roller Correction ecoLogo® will bring the spring into the office. Unmistakeably colorful, irresistibly practical and manufactured so environmentally friendly that with a good conscience they have earned a place on the desk. On January 26, the little helpers have been selected Products of the Year 2013.**

What would the world be without colors? Dull and dreary! With the tesafilm® Mini Dispenser ecoLogo®and the tesa Mini Roller Correction ecoLogo®**,** (work) life will be a few shades more colorful. Made from 100 percent recycled plastic material, ffeaturing a 10 meter long solvent-free adhesive film, the tesafilm® Mini Dispenser ecoLogo® holds together what belongs together. The tesa Mini Roller Correction ecoLogo®,made from 100 percent solvent-free and recyclable materials, makes the unwanted magically invisible.

Promising qualities with which the clever perfectionists were clearly in the lead during the competition "Product of the Year 2013" by the PBS Industry Association.

A jury of experts declared the tesafilm® Mini Dispenser ecoLogo®and the tesa Mini Roller Correction ecoLogo® the winning "green" products in the category "Sustainability" last Saturday at the start of the Paperworld fair in Frankfurt am Main. In addition to color, form and function, the seven experts were convinced especially by the high value of the eco-friendly mini tools. For the competition, which was at its 13th edition, the participating companies submitted a total of 54 products.

"It makes us very proud that two new tesa products were selected 'Product of the Year 2013'", said Frank Riebau, Director Germany/Austria (D/A), Consumer & Craftsmen Division, tesa SE. "In developing our products, we set highest standards on all levels. Our goal is to combine maximum functionality with ecologically meaningful values. This means that tesa products pollute the environment as little as possible - from manufacture to disposal. With its ecoLogo® range tesa supports the growing need of consumers for a sustainable living and working environment.The award encourages us to continue along this path. The award is an important incentive for further product innovation, which will equally benefit people and the environment."

**The future belongs to tesa ecoLogo®**

With the tesafilm® Mini Dispenser ecoLogo® and the tesa Mini Roller Correction ecoLogo® tesa extends its range with two environmentally friendly helpers for office and everyday life. Solvent-free and using mostly recycled materials, ​​they give the consumer the possibility to put "green" awareness into action. In many different colors and with an attractive design they set a positive sign that the environmentalism can be fun.

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

More information regarding ecoLogo® products are available at: [www.tesa.de/ecologo](http://www.tesa.de/ecologo).

**More information:**

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**Caption:** Great helpers and good for the environment: the award-winning productstesafilm® Mini Dispenser ecoLogo® and tesa Mini Roller Correction ecoLogo®.