

tesa® TACK – Smart helpers for everyday office life

At the beginning of 2017, the tesa® TACK Transparent Double-Sided Adhesive Pads will welcome new additions: tesa® TACK Transparent Double-Sided Adhesive Pads XL, tesa® TACK Adhesive Putty and tesa® TACK Coloured Double-Sided Adhesive Pads. Besides the easy use, these new products also convince with their adhesive power.

The tesa® TACK range offers a variety of handy mounting products that provide reliable support and are reusable. With these adhesive all-rounders, paper and cardboard can be attached quickly and easily and can be removed from the wall without residue. They are ideal for smooth surfaces, such as glass, metal, steel, or PVC, but also for wallpapers and wood.

Helpers for high demands: tesa® TACK Transparent Double-Sided Adhesive Pads

The double-sided adhesive pads are suitable for a flexible and short-term application of paper sheets, such as notes, up to size A4. The small and particularly flat pads are almost invisible. The new package contains 72 pads and thus 20% more for the same price.

Clean attaching of larger objects: tesa® TACK Transparent Double-Sided Adhesive Pads XL

Thanks to their triple size, the adhesive pads XL are suitable for attaching lightweight, yet large paper items, such as posters and flipcharts. When attached behind foils or on glass panes, the extremely flat, transparent adhesive pads look discreet and ensure a clean appearance. One box contains 36 pads.

Colorful office helpers: tesa® TACK Coloured Double-Sided Adhesive Pads

Create a pleasant ambience, even in the office: An intelligent and colorful alternative to magnets and thumbtacks are the small adhesive pads in pink and blue. The colored pads in three shapes are ideal for the decorative attachment of light objects, such as photos or post-cards. One box contains nine pads.

All-rounder with great adhesive power: tesa® TACK Adhesive Putty

The TACK Adhesive Putty has been designed for the flexible attachment of medium-heavy objects, such as posters or calendars. The white putty safely attaches these items to smooth surfaces, such as glass and metal, and even adapts to uneven surfaces. One box contains 80 reusable pads.

Versatile marketing mix

The clearly differentiated product applications provide a simple orientation for the consumer. The distribution focuses on stationary stores, wholesale providers, and online shops. The products can also be purchased in grocery and drugstore branches, as well as on the Internet. At the point of sale, besides counter displays and clip strips, the ideal presentation of the product range also includes the packaging of the products, which can be used as mini displays. A detailed landing page on the tesa website that shows various creative ideas and inspiring videos, which illustrate the potential applications of the adhesive products to the end user, counts among the promotional measures.

This press release and the photos are available on our website at www.tesa.com/press.

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