

## **tesa® Smart Mounting System – The future of mounting**

**In times of globalization, a high degree of flexibility is necessary – products are becoming increasingly smarter, and easy-to-use solutions are therefore essential, especially in the stressful everyday office life. Generally, these products should not only make tasks easier, but also at the same time create a pleasant ambience. The tesa Smart Mounting System offers a modern solution for this purpose.**

The current tesa range offers a total of 48 adhesive solutions, for almost any application area: for transparent surfaces, such as glass; smooth, such as tiles; sensitive, such as wallpaper or plaster; and rough surfaces, such as brick or concrete.

### **The invisible office helpers for transparent surfaces**

For mounting objects to glass and windows, best use tesa® Transparent Adhesive Hooks with the transparent tesa Powerstrips®, which can be removed without a trace. They allow you to mount objects of 0.2 kg up to 1 kg quickly and easily, and just as smoothly remove them or replace them by other ideas.

### **Challenging mounting on smooth and sensitive surfaces**

The foundation of the tesa® Adhesive Nail is the advanced tesa Powerstrips® technology. The solution provides reliable hold on smooth surfaces, such as tiles, and can now – for the first time and thanks to a newly developed strip – also be used on wallpaper or plaster. The type of the strip varies depending on the surface and the holding power of a single Adhesive Nail ranges from up to 2 kg for wallpaper and plaster up to 4 kg for tiles.

A particularly smart alternative is the **tesa® Adjustable Adhesive Nail**, which is height-adjustable; thus, pictures and other objects can be easily aligned.

## **tesa® Adhesive Screw for reliable hold and rough surfaces**

For safely mounting objects on rough, solid surfaces, such as brick or concrete, there now are Adhesive Screws with holding devices in various forms: round with cover plate, triangular and rectangular. The Nie-wieder-Bohren Technology, in combination with the holding devices made of pressed copper beads, guarantees a strong hold: Per Adhesive Screw between 2.5 kg, 5 kg, or 10 kg. By using several Adhesive Screws, you may increase the holding power accordingly.

Unlike conventional nails and screws, these smart alternatives can all be removed without leaving a trace and are simply reusable by using a new strip.

### **The smart marketing package**

tesa uses a variety of concerted marketing measures, which sustainably support the market launch of the assortment. A TV spot on various national channels shows inspiring pictures about the application areas of the Adhesive Nail for plaster, and thus strengthens the confidence of the customer. In the online world, influential bloggers and vloggers are used as multipliers. An extensive integration on the tesa website, a product-finder, as well as various creative ideas and YouTube videos, which illustrate the potential applications of the adhesive products to the end user, are part of the promotional measures.

This press release and the photos are available on our website at [www.tesa.com/press](http://www.tesa.com/press).

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