

## **Innovations II: Consumer & Craftsmen Success with adhesive nails, printer filters, and new masking tapes for painters**

### **tesa® Smart Mounting System positioned prominently at retail outlets**

With the launch of the new tesa® Smart Mounting System product series in April 2016, tesa marked the dawn of a new era in the do-it-yourself (DIY) segment. From height-adjustable adhesive nails to extra-strong adhesive screws: The product range encompasses 48 self-adhesive mounting solutions, all of which help consumers to turn their creative ideas for the home into reality, even without traditional tools like a hammer or drill. These smart mounting solutions have now been launched on the market in ten European countries. To boost sales of the product range in Germany and internationally on a lasting basis, tesa is relying on a multimedia advertising and marketing campaign.

The expansion of the company's online presence, search engine optimization, and placement of product videos on both the tesa website and YouTube are just some of the many strategic measures that have contributed to the buzz surrounding the new product range. Consumers find familiar images from the campaign reflected at the point of sale. A specially designed display concept delivers especially high brand recognition value. The positioning of the tesa® Smart Mounting System is also enhanced by ads and reports on real-world use in trade magazines and on well-known DIY blogs.

### **New TV commercial attracts attention in prime time**

The latest highlight of the 360° campaign is a TV commercial that conveys the main idea behind the campaign with lasting impact. A humorously staged journey through time passes through various eras, highlighting the crafts of the time to show the benefits of the adjustable tesa® adhesive nail. During the five-week campaign period in the first quarter of 2017, the ad was shown a total of 940 times on all wide-reaching private TV channels in Germany (including RTL, ProSieben, and SAT 1) during prime time. Top placements during programs such as *Stern TV* and *Deutschland sucht den Superstar* were booked.

### **Groundbreaking cooperation reduces particulate pollution**

Alongside its global brand and product presence, tesa is also advancing its business in the Consumer and Craftsmen segment through groundbreaking collaborations. The company teamed up with printer manufacturer Brother in October 2016 to minimize particulate pollution indoors. In this area, the strategic partners are focusing on particularly sensitive areas of application, such as the healthcare sector and rooms where printers are located close to workstations and there are high printing volumes. While the optional "eco" mode in new Brother business models can significantly reduce emissions, Brother is now the first printer manufacturer to additionally offer a filter holder for tesa Clean Air® particulate filters as part of the bundle available for select model series. The TÜV-tested tesa Clean Air® filter system captures up to 94 percent of particles during every print process – an efficient

protective measure that ensures clean indoor air and effectively reduces the health risks in sensitive areas.

### **Precision brings a competitive edge**

The precision adhesive tapes in the tesa® Professional product range are strong competitors. Designed specifically for the requirements that apply to work in the paint and professional craft segment, these products offer professional users the necessary boost for achieving perfection. In- or outdoors and on slick, rough, or sensitive surfaces: The broad selection of ultrathin masking tapes made from special washi paper allows craftsmen to achieve clean, sharp painted edges. tesa took various actions to boost sales last year, underscoring the added value of its precision products. These included the launch of a special online platform, [www.tesa.de/handwerker](http://www.tesa.de/handwerker), where users can access important information and application videos. Tying in with the previous year's success, the company plans to continue its strategic efforts aimed at positioning these products on the market. To that end, tesa is providing its retail partners with point of sale materials geared toward specific target groups and supporting them with attractive sales incentive promotions.

### **Expertise times two: tesa and Mirka team up in the fast lane**

tesa has formed a strong alliance for shared growth and international success with Mirka, the world's leading producer of abrasives. The two companies officially began working together in January 2017. tesa's professional adhesive applications allow Mirka to optimize its existing product range with consumers in mind. In return, tesa will benefit from the Finnish company's worldwide sales and distribution network, which is geared toward end customers in over 100 markets on four continents.

This press release, along with image and photo materials, is available online at [www.tesa.com/press](http://www.tesa.com/press).

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