



Re-thinking box opening

tesa® 51344 paper-based tear tape for efficient and recyclable opening of packagings



The challenge: full recyclability of packagings

Packaging made of paper and board material protects valuable goods during transport and storage. It is lightweight and most often easily recyclable. Part of a functional and well-perceived packaging is the ‘unboxing experience’ at the end user or the practical unpacking at the retailer. Smooth and reliable box opening is essential for a satisfying experience. At the same time, recyclability is – and should be – becoming more and more important. This can be achieved by ‘mono-material packagings’, completely avoiding the use of plastic material, which of course also applies to integrated tear tapes.

Introducing tesa® 51344

To ensure recyclability of the opened box, we have developed tesa® 51344, a tear tape with a paper-based backing material. It can seamlessly be integrated into appealing box designs and provides a reliable opening performance.

At tesa, we want to increasingly use our expertise to develop products with a contribution to sustainability. tesa® 51344 ticks the following boxes when it comes to sustainable aspects:



- Recyclable: disposable with the board material (recyclability test acc. to PTS-RH 021:2012)
- Paper backing from sustainably managed sources
- Solvent-free coating process
- 100% recycled paper core





Our new tesa® 51344 paper-based tear tape is designed to tear through most grades of paper and flute. Integrated into box designs, the boxes can easily be opened without the use of knives or scissors, avoiding possible damage to the products inside.

The tape's innovative, strong paper backing is combined with a high-tack adhesive, ensuring a reliable bond also on board with highly recycled content. When the box is disposed of, the tape can be recycled along with the box material.

tesa® 51344 can be applied in-line during the corrugated board manufacturing process and we have successfully tested processability on market-leading applicators from Wellpack and MuK. During box processing and finishing, tesa® 51344 can of course also be applied with off-line market standard applicator systems.

Contact your tesa sales representative today with your individual requirements to sample tesa® 51344.

tesa® 51344 main benefits at a glance



Product design helps to achieve packaging sustainability targets



Visual appearance within final packaging appreciated by leading box design centers



Strong paper backing and high adhesion on board material for reliable and quick box opening performance

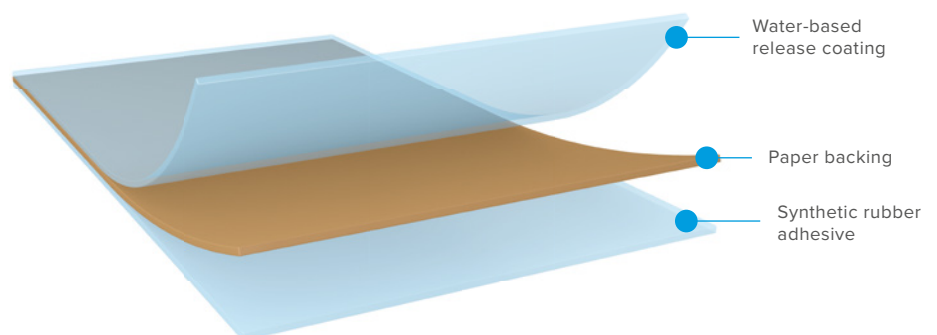


Smooth unwinding and proven processability on market standard tape applicators

Technical data

tesa® 51344

Backing	Paper
Total thickness	220 µm
Type of adhesive	Synthetic rubber - solvent-free
Elongation at break	12 %
Tensile strength	145 N/cm
Adhesion to steel	11 N/cm



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