



FOR IMMEDIATE RELEASE

Public Relations Contact:
Annette Carroll
Marketing Communications Manager
(704) 553-4668
acarroll@tesatape.com

Marketing Contact:
Joe Prunier
(704) 553-4698
jprunier@tesatape.com

tesa tape LAUNCHES NEW INNOVATIONS FOR FLEXOGRAPHIC PRINTERS

CHARLOTTE, NC, USA – INFO-FLEX EDITION – April 28, 2008 - Company officials of tesa tape, inc., a global leader in the manufacture and supply of pressure-sensitive adhesive tapes, recently rolled out several new product innovations designed specifically for flexographic printing applications. These new innovations join the company's extensive line of adhesive tapes and related products for the printing industry.

New Strides in Plate Mounting Tape

Recent company research and development efforts have resulted in a unique foam plate mounting tape engineered for high line screen printing. This new product – **tesa® 52223 Softprint x-Soft** – embodies one of the softest foam backings on the market, affording the printing plate the ideal cushion to transfer the highest screen counts to the substrate with minimized dot gain at production press speeds. An added benefit of **tesa® 52223 Softprint x-Soft** is the ability to overcome “press bounce”, as the micro-cell foam is able to absorb uncontrolled energy within the press.

UV Measurement System

Recognizing the importance of the curing process for inks and coatings led to the company's latest innovation – **tesa® UV Strips and UV Scan**. **tesa® UV Strips** are photochromatic film strips that can be applied to virtually any surface to detect the amount of UV (ultraviolet) lamp transmission within the printing press. The strips are initially clear and turn varying shades of pink depending on the amount of UV light absorbed. The strips can then be inserted into the **tesa® UV Scanner** which reports within minutes the exact amount of UV exposure within the printing environment.

Film Splicing Reinvented

tesa® 51905 Film Splicing Tape – tesa is forever changing the dynamic of film splicing and printing applications! The company's latest innovation – **tesa® 51905 EasySplice® FilmLine** – is a unique state-of-the-art splicing tape system, designed to join filmic webs (such as polyethylene and polypropylene) during continuous and high-speed print runs, without interruption or reducing press speeds. **tesa® 51905** is engineered as a multilayered, double-sided, “straight-line” splicing tape, meaning that it is applied in a straight, horizontal line across the film web. This unique application offers many benefits over conventional, complex splicing patterns, such as: 1) fast and easy splice preparation, 2) constant and secure splice preparation, 3) unchanged press speed during printing and roll changes, 4) consistent registration throughout the entire print run, as press speeds remain constant, and 5) maximized machine efficiency.

Of notable distinction, **tesa® 51905**, with its newly-developed adhesive, resolves the typical weaknesses involved in splicing film materials, such as air entrapment, spotting, and splice tearing. The initial tack of the tesa® 51905 is unrivalled. Additionally, this product offers a high level of shear resistance, which is evident from its excellent tolerance toward press strain caused by pulling and tension even at high temperatures.

Continued

Press Release - Press Information

tesa offers an extensive line of specialty tapes and related products for the printing industry. Visit the company's website for complete assortment information – www.tesatape.com.

About the Company

For over a century, tesa tape has pioneered the development of pressure-sensitive adhesive tape technologies. This rich tradition of innovation dates back to 1882 when the company's founder patented a method for manufacturing medical adhesive dressings. With this invention came the beginning of a global enterprise dedicated to the development and promotion of advanced adhesive tape solutions. Today, this worldwide enterprise services customers in over 100 countries around the globe and holds numerous product patents. In North America, tesa markets many diverse product lines including double-sided fastening tapes, masking tapes and associated products, packaging tapes, duct and cloth tapes, and many specialty tape products. At tesa, it is our charter to provide our customers with service levels and applications expertise that are second to none in the industry. With this as our goal, we stand committed to providing you with **adhesive tape solutions beyond the roll!**

tesa...adhesive tape solutions beyond the roll!

####

tesa tape, inc. • 5825 Carnegie Blvd. • Charlotte, NC 28209 • (800) 426-2181 • (800) 852-8831 Fax
customer care@tesatape.com • www.tesatape.com
ISO 9001: 2000 certified • ISO TS 16949:2002 certified • ISO 14001:2004 certified