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## **tesa® PIONEERS NEW TECHNOLOGY FOR PACKAGE PRINTING AND LABEL STOCK MANUFACTURING**

June 1, 2007 - CHARLOTTE, NC, USA – Today company officials of tesa tape, inc., a global leader in the manufacture and supply of pressure-sensitive adhesive tapes, unveiled four new products designed for splicing both film and paper web rolls during high-speed printing and coating applications. These revolutionary products are specifically tailored for flexible package printers and for label stock manufacturers.

As the market leader in paper splicing tapes within paper manufacturing, commercial printing, and newsprint markets, tesa has adapted its patented straight-line EasySplice® technology to the unique needs of today's flexible package printers and label stock manufacturers. This adaptation has resulted in four new products:

- **tesa® 51905 Splicing Tape for Film Printing**
- **tesa® 51405 Splicing Tape for Filmic Label Stock Coating**
- **tesa® 51400 Splicing Tape for High-speed, Paper Label Stock Coating**
- **tesa® 51457 Splicing Tape for Medium-speed, Paper Label Stock Coating**

### ***Film Splicing Applications Revolutionized by tesa***

**tesa® 51905 Film Splicing Tape** – tesa is forever changing the dynamic of film splicing and printing applications! The company's latest innovation – **tesa®51905** - is designed to join filmic webs (such as polyethylene and polypropylene) during continuous and high-speed print runs without interrupting or altering the print process or press speed levels. **tesa® 51905** is engineered as a 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:

- fast and easy splice preparation
- constant and secure splice preparation
- unchanged press speed during printing and roll changes
- consistent registration throughout the entire print run, as press speeds remain constant
- 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 bubble formation, spotting, and splice tearing. Additionally, the tape harbors a high level of shear resistance, which is evident from its excellent tolerance toward strain caused by pulling and tension, even at high temperatures. The excellent initial tack of the new EasySplice® product is unrivalled; the better the tack, the more reliable the splice.

**Film Splicing Applications Revolutionized by tesa (continued)**

**tesa® 51405 Film Splicing Tape** – Based on the same technology as tesa® 51905, **tesa® 51405** is specifically designed for splicing filmic labels (polypropylene, polyethylene, polyester, etc.) during the high-speed, synchronized flying splice of label stock during the film coating process. As with all tesa® EasySplice products, **tesa® 51405** allows: 1) efficient and regimented splice preparation, 2) maximum splice performance, 3) maximized coater output, and 4) unchanged coater speed during roll changes.

**Paper Label Stock Splicing Revolutionized by tesa**

The same proven technology used in tesa’s splicing tapes for film-backed substrates is also being used in two of the company’s newest products for paper splicing – **tesa® 51400** and **tesa® 51457**. Both products are engineered for use in splicing large paper rolls of printed labels during the paper coating process. **tesa® 51400** is designed specifically for high-speed press runs, while **tesa® 51457** is specifically intended for medium speed operations.

The **tesa® EasySplice®** assortment of straight-line splicing tapes has forever changed the commercial printing, paper, and newsprint markets. The company is now transferring its process-optimized splicing technology to flexible package and label printers.

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. 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 **process improvement in every roll!**

**tesa...Process Improvement in Every Roll!**

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