

A roll of white tesa 4713 CST tape is shown resting on a piece of birch bark. The inner core of the tape is visible, featuring a repeating pattern of the tesa logo on a red background with blue horizontal stripes. The background is a blurred outdoor scene with more birch bark and greenery.

# PRODUCT LAUNCH tesa® 4713 CST WITH PAPER FROM SUSTAINABLE SOURCES

Launch Presentation – tesa® 4713

# tesa® 4713

## CST WITH PAPER FROM SUSTAINABLE SOURCES



**NOW AVAILABLE: tesa® 4713  
CST WITH PAPER FROM  
SUSTAINABLE SOURCES**

Reliable, competitive and environmentally friendly

- High-performance packaging tape for light-weight cartons
- Competitive solution suitable for industrial applications
- Backing material made with responsibly sourced, FSC®-certified paper
- Recycling-friendly tape according to INGEDE Method 12





- **Market Challenges & Trends**
- **Product Introduction**
  - Why is tesa® 4713 sustainable?
  - Product features & Benefits
  - Certificates
- **Sustainable CST**
  - Sustainable features
  - FSC®-Certification
  - FSC® Label & Benefits
  - Cardboard Recyclability
  - Cardboard Recycling Process

# MARKET CHALLENGES & TRENDS

## Industry Challenges

- Sustainability has become a main pillar in the business strategy of many companies
- Very challenging sustainability goals have been set for the next 10 to 15 years
- Local regulations around packaging solutions leading to changes in packaging materials



## Consumer Trends

- Increasing public concerns about plastic pollution and packaging waste
- Strong initiatives for plastic reduction and plastic elimination
- Consumers demand more and more eco-friendly solutions



## Market Situation

- Increasing market demand for paper packaging tapes worldwide
- Paper CSTs sales have grown steadily during the past years
- Competitors are continuously extending their paper CST assortments



## Why tesa® 4713?

- To expand our range of sustainable products to satisfy market trends and demands
- To support customers meet their sustainability goals
- To mitigate public concerns about plastic pollution and packaging waste



## What is tesa® 4713?

- tesa® 4713 is a paper CST suitable for packaging applications up to 10 Kg.
- FSC®-certified paper backing with a natural rubber adhesive
- Solvent-free coating process



## Reasons to purchase tesa® 4713

- First CST with FSC®-certified paper backing in the market
- It can be disposed with the cardboard without endangering the recycling process (certified)
- Very good performance proven internally and externally



# PRODUCT INTRODUCTION

# tesa® 4713 CST with Paper From Sustainable Sources



Environmentally friendly tape (FSC®-certified paper / recyclable friendly)



Excellent adhesion on different cardboard qualities



Printable with different types of ink systems



Perfect solution for companies transitioning to more sustainable businesses





# PRODUCT INTRODUCTION

Why Is tesa® 4713 Sustainable?



**FSC®-certified**  
paper backing



**100% recycled**  
core



**Disposable with the cardboard**  
(recyclable friendly)





**Natural rubber**  
(renewable feedstock)

**Solvent-free**  
coating process

# PRODUCT INTRODUCTION

## Product Features



<b>Product Name</b>		tesa® 4713
<b>Backing</b>		FSC®-certified paper
<b>Adhesive</b>		Natural rubber
<b>Color</b>		 
<b>Backing thickness</b>	µm	94 µm
<b>Total thickness</b>	µm	125 µm
<b>Adhesion to steel</b>	N/cm	2.8
<b>Tensile strength</b>	N/cm	30
<b>Elongation at break</b>	%	10



*Sealing of cardboxes (light-weight)*



*Printable*



*Manual & Automatic Application*



*FSC®-Certified Paper*

# PRODUCT INTRODUCTION

## Product Features



Product	IBNR	NART	Length [m]	Width [mm]	PV	Color	Stock/ Non-stock	MoQ [rolls]
tesa® 4713	04713	04713-00000-00	50	50	00	●	Stock	36
	04713	04713-00001-00	50	75	00	●	Stock	24
	04713	04713-00002-00	500	50	00	●	Stock	6
	04713	04713-00003-00	500	150	00	●	Non-stock	2
	04713	04713-00004-00	50	50	00	○	Stock	36
	04713	04713-00005-00	50	75	00	○	Stock	24
	04713	04713-00006-00	500	50	00	○	Stock	6
	04713	04713-00007-00	500	150	00	○	Non-stock	2
	<b>Jumbos (L = 3.500m / W = 1.600mm) available upon request</b>							

# PRODUCT INTRODUCTION

## Product Features & Benefits



Features



Benefit



Proof

PERFORMANCE

SUSTAINABILITY

- |                                     |   |  |
|-------------------------------------|---|--|
| 1) Good adhesive performance        | → | Reliable seal on different cardboard qualities |
| 2) Temperature & humidity resistant | → | Secure storage under challenging conditions    |
| 3) Paper backing (creped)           | → | Hand tearable                                  |
| 4) High-performing release coating  | → | Printable with all kinds of ink systems        |
| 5) FSC®-certified paper             | → | Responsible raw material management            |
| 6) Recyclable friendly              | → | Disposable with cardboard                      |
| 7) 100% solvent-free coating        | → | Eco-friendly production processes              |

Technical evaluation



External printing tests

Mix FSC® label

INGEDE 12 certificate

Standard production process at tesa



### tesa® 4713



#### Product Information

##### tesa® 4713 – Carton Sealing Tape with Paper from Sustainable Sources

tesa® 4713 is a general-purpose packaging tape based on a fine crepe paper backing and a natural rubber adhesive. The paper backing of tesa® 4713 is made with paper from well-managed, FSC®-certified forests and other controlled sources. The natural rubber adhesive system features good adhesion to multiple surfaces as well as good tack.



#### Main Application

- Sealing of cardboard boxes
- Suitable for light-weight packaging (15 to 20 Kg.)
- Excellent adhesion in recycled cardboard
- Brand showcase and advertisement purposes
- Suitable for manual and automatic dispensers

Available in chamois and white

#### Technical information (average values)

The values in this section should be considered as average figures or typical only and should not be used for specification purposes.

#### Technical Data

- |                       |                      |                    |         |
|-----------------------|----------------------|--------------------|---------|
| • Backing material    | FSC®-certified Paper | • Total thickness  | 125 µm  |
| • Type of adhesive    | Natural rubber       | • Tensile strength | 30 N/cm |
| • Elongation at break | 10%                  |                    |         |

#### Adhesion to

- Adhesion to steel 2.8 N/cm

#### Technical information (average values)

The values in this section should be considered as average figures or typical only and should not be used for specification purposes.

#### Properties

- |                         |      |                    |      |
|-------------------------|------|--------------------|------|
| • Automatic application | •••• | • Hand tearability | •••• |
| • Manual application    | •••• | • Printability     | •••• |

Evaluation across relevant tesa® assortment: •••• very good ••• good •• medium • low



# PRODUCT INTRODUCTION

## Certificates



### tesa® 4713

#### Product Information

##### tesa® 4713 – Carton Sealing Tape with Paper from Responsible Sources

tesa® 4713 is a general-purpose packaging tape based on a fine crepe paper backing and a natural rubber adhesive. The paper backing of tesa® 4713 is made with paper from well-managed, FSC®-certified forests and other controlled sources. The natural rubber adhesive system features good adhesion to multiple surfaces as well as good tack.



The mark of responsible forestry

##### Main Application

- Sealing of cardboard boxes
- Suitable for light-weight packaging
- Good adhesion in recycled cardboard
- Brand showcase and advertisement purposes
- Suitable for manual and automatic dispensers
- Recycling-friendly tape according to INGEDE Method

Available in chamois and white

##### Technical information (average values)

The values in this section should be considered as average figures or typical only and should not be used for specification purposes.

##### Technical Data

- |                       |                      |                    |         |
|-----------------------|----------------------|--------------------|---------|
| • Backing material    | FSC®-certified Paper |                    |         |
| • Type of adhesive    | Natural rubber       | • Total thickness  | 125 µm  |
| • Elongation at break | 10%                  | • Tensile strength | 30 N/cm |

##### Adhesion to

- |                     |          |
|---------------------|----------|
| • Adhesion to steel | 2.8 N/cm |
|---------------------|----------|

##### Technical information (average values)

The values in this section should be considered as average figures or typical only and should not be used for specification purposes.

##### Properties

- |                         |      |                    |      |
|-------------------------|------|--------------------|------|
| • Automatic application | ★★★★ | • Hand tearability | ★★★★ |
| • Manual application    | ★★★★ | • Printability     | ★★★  |

Evaluation across relevant tesa® assortment: ●●●● very good ●●● good ●● medium ● low



## STATEMENT

### tesa® 4713

The recyclability of tesa® 4713 Paper Carton Sealing Tape was tested according to the INGEDE method 12 (screenability of adhesive applications).

##### Testmaterial

The customer delivered an adhesive tape. 1 00 cm<sup>2</sup> of the adhesive tape have been stuck to a reference copy paper. This sample has been treated according to INGEDE 12:

Product type: pressure sensitive adhesive tape  
Product label: tesa® 4713 Paper Carton Sealing Tape

##### Results

All results of the recyclability trials were documented in the INGEDE data sheet. Calculations and scoring were carried out according to ERPC (European Recovered Paper Council), 15<sup>th</sup> of March 2018. The obtained results were:

RS <sub>s</sub> (stickies < 2000 µm):	20 (best possible value: 20)
RSA (area after screening):	80 (best possible value: 80)
Total scoring:	100 (best possible value: 100)

Therefore, the removability of the tested adhesive application is evaluated by PMV as:

„good“

tesa SHEQ Product Stewardship  
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A Beiersdorf Company

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### Assessment on Recyclability of adhesive tape tesa® 4713 – CST with paper from sustainable sources

#### Certificate

Customer: tesa SE  
Hugo-Kirchberg-Strasse 1, 22848 Norderstedt

Date of Order: 2020-10-01 Order number: PMV-20-294

##### Task

The recyclability of tesa® 4713 – CST with paper from sustainable sources was tested according to the INGEDE method 12 (screenability of adhesive applications).

##### Testmaterial

The customer delivered an adhesive tape. 100 cm<sup>2</sup> of the adhesive tape have been stuck to a reference copy paper. This sample has been treated according to INGEDE 12

Product type: pressure sensitive adhesive tape  
Product label: tesa® 4713 – CST with paper from sustainable sources

##### Results

All results of the recyclability trials were documented in the INGEDE data sheet. Calculations and scoring were carried out according to ERPC (European Recovered Paper Council), 15<sup>th</sup> of March 2018. The obtained results were:

RS <sub>s</sub> (stickies < 2000 µm):	20 (best possible value: 20)
RS <sub>x</sub> (area after screening):	80 (best possible value: 80)
Total scoring:	100 (best possible value: 100)

Therefore, the removability of the tested adhesive application is evaluated by PMV as:

„good“

Darmstadt, 16<sup>th</sup> of October 2020

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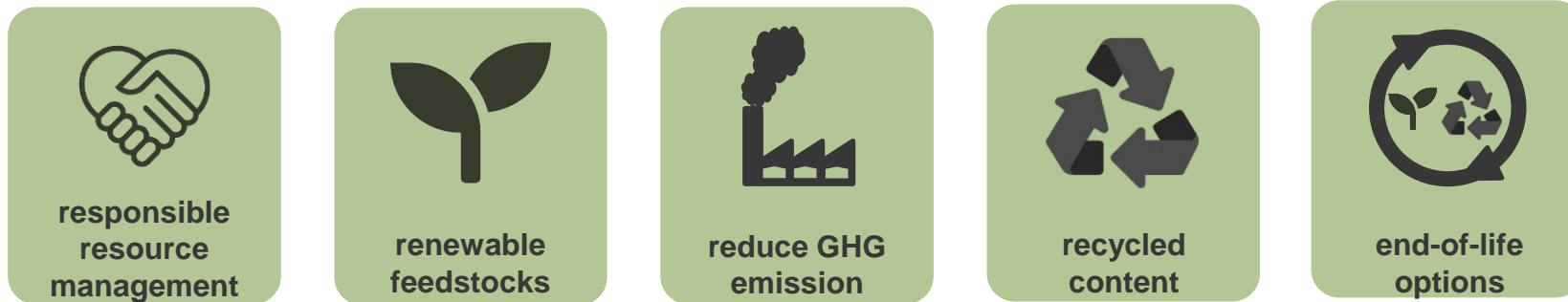
# tesa<sup>®</sup> 4713 – SUSTAINABLE CST

### Background

- Regulatory and public concerns around packaging waste are currently driving to major changes in both industrial and consumer packaging approaches
- Carton sealing tapes, as a crucial part of any packaging solution, are part of these concerns as well
- In other words, the world is seeking new packaging solutions to better protect our climate and our environment

### What makes a packaging tape sustainable?

- To be considered sustainable, a packaging tape should meet any of these 5 criteria:



- Thanks to its design and the coating process in our plant, tesa® 4713 meets all these 5 criteria



# SUSTAINABLE CST

## Sustainability Features



- 

responsible resource management

### FSC®-certified Paper


- 

end-of-life options

### Recyclable-Friendly CST


- 

recycled content

### 100% Recycled Core
- 

renewable feedstocks

### Natural Rubber Adhesive
- 

reduce GHG emission

### Solvent-Free Coating Process



### What is FSC® and what does FSC® stand for?

- FSC® is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide
- FSC® defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders
- FSC® is well-recognized all over the world and has strong endorsement by many environmental groups

### FSC® Facts & Figures

220,199,252 certified hectares

1,219 promotional licence holders

1,165 international members in 89 countries

> 37,000 chain of custody certificates



### Which FSC® label will tesa® 4713 carry?

- tesa® 4713 will be carrying the FSC® Mix label
- This label indicates that the product is made from material from:
  - Well-managed and FSC®-certified forests
  - Other controlled sources



The mark of  
responsible forestry

### What are the benefits from FSC® certified products?

Improves workers conditions  
in certified forests

Reduce social conflict in and  
around certified forests

Helps to secure land tenure  
and use rights in certified forests

Helps to provide greater market  
access

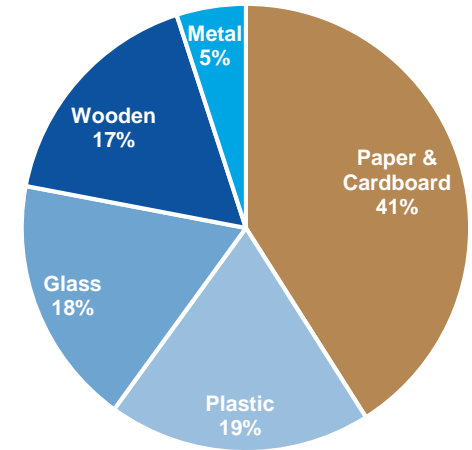
Helps to improve the image of  
the forest industry locally and in  
associated markets

Contributes to biodiversity  
conservation

### Cardboard Waste – Facts & Figures

- Cardboard is one of the most commonly used materials in the modern era
- Paper and cardboard account for almost 40% of the packaging waste worldwide
- By recycling cardboard, a more sustainable future can be granted
- CSTs are seen by recycling companies as a disruptive element during the recycling process

Packaging waste generated by packaging material



### Why is cardboard recycling so important?

- Recycling cardboard helps protect our environment in many different ways:
  - Helps reduce pollution
  - Conserves energy
  - Helps avert deforestation
- **tesa® 4713 has been proved (INGEDE 12) to not endanger the recycling process when disposed with cardboard**

# SUSTAINABLE CST

## Cardboard Recycling Process





tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.