

tesa® 60408

Bio-based paper

packaging tape



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Our motivation

We have set ourselves the goal of continuously developing innovative packaging tapes that contribute to our customers' sustainability agenda.

We are committed to significantly enhancing the product sustainability for our packaging tape assortment by increasing the use of bio-based and recycled materials such as natural rubber and paper.

For our packaging tapes, we incorporate step by step responsibly sourced raw materials as well as improvements on the end of their useful life (recycling-friendly tapes).

Finally, we want to continue showing our customers that packaging tapes can contribute to sustainability and provide a reliable performance at the same time.



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Our Offer

tesa[®] 60408 is a premium paper packaging tape based on a FSC[™]-certified paper backing and a natural rubber adhesive with a 100% bio-based resin.

The premium paper backing material chosen for tesa[®] 60408 in combination with a well-performing natural rubber adhesive makes this product the perfect solution for light- and medium-weight packaging applications (max. 20 kg).

tesa[®] 60408 has a total bio-based carbon content of 92% and it has been awarded with the highest biocarbon content rating from DIN CERTCO (> 85%).

With tesa[®] 60408 we do not only offer a packaging tape with an excellent performance, but also advanced alternative contributing to sustainability.



For challenging customers...

tesa[®] 60408 is a paper packaging tape featuring a premium paper backing and a well functioning natural rubber adhesive.

The premium paper backing of tesa[®] 60408 is tear-resistant with a high tensile strength. Thanks to the silicone-free release coat a very good printability with all types of ink systems is secured (externally tested).

The well-performing natural rubber adhesive provides strong adhesion and good initial tack on a wide variety of carton qualities.

tesa[®] 60408 is the perfect solution for light- and medium-weight packaging applications (max. 20 kg) and it is suitable for manual and automatic dispensers.



...striving for sustainability.

The premium paper backing used for tesa® 60408 is made with paper from well managed FSC™-certified forests and other controlled sources.

The adhesive system of tesa® 60408 is based on a natural rubber adhesive featuring a 100% bio-based resin.

This product is based on a solvent-free coating technology and thanks to the smart choice of raw materials and its outstanding product design, our new tesa® 60408 has a total bio-based carbon content of 92% (certified by DIN CERTCO).

tesa® 60408 is a recycling-friendly packaging tape, as it can be disposed with the carton in the paper bin without endangering the cardboard recycling process (according to INGEDE method 12 certification).



Product Design

Backing

FSC™-certified
paper

Adhesive

Natural rubber

Color

Havana

Thickness

125 µm

Adhesion steel

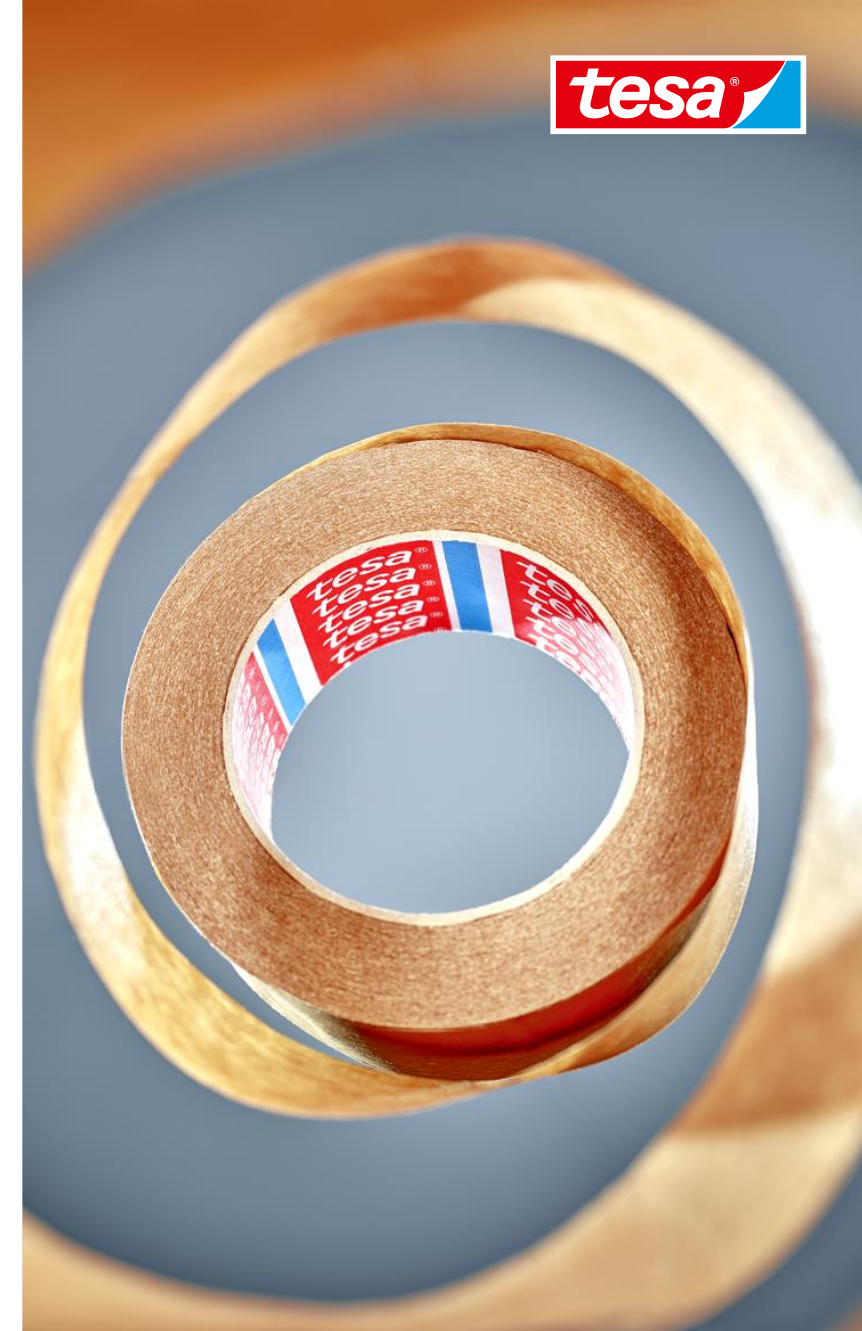
2.8 N/cm


Tensile strength

60 N/cm

Elongation at break

8%



The background of the image shows a workshop or factory setting. In the foreground, there is a wooden workbench. On the left, a red and blue tesa dispenser is used to apply yellow tape to a cardboard box. Several rolls of yellow and white tapes are scattered on the workbench. Some rolls are partially unrolled, showing the adhesive side. A piece of birch bark is also visible on the right side of the workbench. The text is overlaid on the bottom half of the image, centered horizontally.

Our brand-new packaging tapes, tesa[®] 60408 – Bio-Based Paper Packaging Tape and tesa[®] 60400 – Bio & Strong, have both a total bio-based carbon content higher than 90%.

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Our Ambition

We have ...

... set our sights on introducing innovative solutions that allow our customers to make their own processes and products more sustainable.

#forasustainablefuture



Sustainable features

- FSC™-certified paper backing
- Natural rubber adhesive with a 100% bio-based resin
- 92% bio-based carbon content in total product
- Recycling-friendly packaging tape according to the INGEDE method 12
- Solvent-free production process





BIO-BASED MATERIALS

tesa® 60408 has a total bio-based carbon content of 92% officially certified by DIN CERTCO



The mark of responsible forestry

RESPONSIBLE SOURCING

The paper backing is made with paper from well managed FSC™-certified forests and other controlled sources.



RECYCLING-FRIENDLY (INGEDE 12)

tesa® 60408 can be disposed with the carton in the paper bin without endangering the recycling process

tesa® 4713
Standard Paper CST



January
2021

tesa® 4313
Premium paper CST



October
2021

tesa® 60412
Recycled PET CST



May
2022

tesa® 60408
Bio-Based Paper



October
2022



tesa® 60400
Bio & Strong



tesa® 60013
Filament CST



tesa® 4513
Superior Paper CST



tesa® 60013
FSC Relaunch



We help our customers to realize their sustainability agenda and we do so by contributing with our innovative packaging tapes.

Packaging tapes contributing to sustainability

Filmic-based packaging tapes



tesa® 60412

Max. 30 kg



tesa® 60400

Max. 30 kg



tesa® 4713

Max. 10 kg



tesa® 4513

Max. 15 kg



tesa® 4313

Max. 15 kg



tesa® 60408

Max. 20 kg



tesa® 60013

Over 20 kg

As the market leader for packaging tapes, we are aware of the big contribution that we can make when developing new products.

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Product features

Product name	tesa® 60408	
Backing	FSC™-certified paper	
Adhesive	Natural rubber	
Color	Havana	
Backing thickness	µm	100
Total thickness	µm	125
Adhesion to steel	N/cm	2.8
Tensile strength	N/cm	60
Elongation at break	%	8



Product benefits



Features



Benefit

PERFORMANCE

SUSTAINABILITY

- | | | |
|--------------------------------------|---|------------------------------------------------|
| 1) Strong & robust backing material | → | Secure storage under challeng. conditions |
| 2) Very good adhesive performance | → | Reliable seal on different cardboard qualities |
| 3) It can be torn by hand | → | Easy and gentle application |
| 4) Printable with all types of inks | → | Brand showcase and advertising purposes |
| 5) FSC™-certified paper backing | → | Responsible raw material sourcing |
| 6) Recycling-friendly packaging tape | → | Circular economy enablement |
| 7) 92% bio-based carbon content | → | Perfect alternative to fossil-based CSTs |
| 8) Solvent-free coating | → | More sustainable production process |



Pricing & Launch quantities

Pricing & Logistical data

NART	IBNR	Length (m)	Width (mm)	ILP (€/roll)	Stock / Non-Stock	MOQ
60408-00000-00	60408	50	50	4.5	Stock	36

- Handrolls (50m x 75mm) will be available by December 2022.
- Machine- and printing-rolls will be available in Q1 2023.



Paper Packaging Tapes Assortment

tesa® 4713

- Adhesion to steel ★★☆☆
- Tensile strength ★☆☆☆
- Printability ★★☆☆

Max. 10 kg



tesa® 4313 PV10 / PV12

- Adhesion to steel ★★★★★
- Tensile strength ★★☆☆
- Printability ★★★★★

Max. 20 kg



tesa® 60013

- Adhesion to steel ★★★★★
- Tensile strength ★★★★★
- Printability ☆☆☆☆

> 20 kg



tesa® 4513

- Adhesion to steel ★★★★★
- Tensile strength ★★★★★
- Printability ★★☆☆

Max. 15 kg



tesa® 60408

- Adhesion to steel ★★☆☆
- Tensile strength ★★☆☆
- Printability ★★★★★

Max. 20 kg



Our paper packaging tape assortment offers products with sustainable contribution and is suitable for all types of packaging applications.

Product Positioning Paper Packaging Tapes

tesa® 60013

- Very high adhesion and initial tack
- Fiberglass reinforced paper backing
- Perfect solution for heavy-duty packaging applications



> 20 kg

tesa® 4313 PV12

- High adhesion and initial tack
- Perfect solution for medium-weight applications
- Printable with all types of inks

tesa®
60013

FSC
www.fsc.org
FSC Certified
The mark of responsible forestry

tesa® 4313 PV12



Max. 20 kg

tesa® 60408 / tesa® 4513 / tesa® 4313 PV10

- Very good adhesion and initial tack
- Suitable for medium-weight applications
- Printable with all types of inks

tesa® 60408

tesa® 4513

tesa® 4313 PV10



Max. 15 kg

tesa® 4713

- Good adhesion and initial tack
- Suitable for light weight applications
- Printable with certain type of inks

FSC
www.fsc.org
FSC Certified
The mark of responsible forestry

tesa® 4713



Max. 10 kg

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Product offering – Trade & Packaging Partners

	Premium CST (PVC / PCR PET / PLA)			Commodity CST (BOPP)			Paper CST			Inner packaging		
Carton weight	Heavy	Medium	Light	Heavy	Medium	Light	Heavy	Medium	Light			
Specialty Offer Unique product with special properties, hardly competition	4122	60400*	/	64044	4195	/	60013*	4313* PV12	4313* PV10	/	60404	
Best Value Offer Highest Perceived Product Value, very convenient to sell	/	4124	60412*	4100	/	4024	64014	/	4513*	60408*	/	62204
Penetration Offer Focus On Volume, gaining share	/	/	4120	/	4089	4280	/	/	/	4713*	4204 PV5	

* Products with sustainable contribution

Communication material

Internal

- Launch presentation

External

- PI sheet
- Sustainability certificates (DIN CERTCO, INGEDE, FSC)
- Safety documents

Marketing material

- 1-page Flyer / 2- page Flyer
- Product shots for all dimensions
- > 25 application & mood pictures
- Animated product video
- Trends & Technology article
- Market folder / Paper CST brochure

Available

Available

Available

Available

Available

Available

Available

Available

Available

Available



tesa® 60408 – Bio-based paper packaging tape

We support our customers achieve their sustainability goals with new products!

Sustainability contribution

- 32% bio-based carbon content in total product (certified by DIN-CERTCO)
- Paper backing made with paper from well-managed FSC™-certified forests and other controlled sources (FSC® C148769)
- Recycling-friendly tape according to INGEDE Method 12
- Solvent-free production process

Product performance

- Premium paper packaging tape for medium-weight cartons (up to 20 kg)
- Suitable for manual and automatic applications
- Reliable sealing on various cardboard
- Printable solution for advertising and brand showcase purposes



Contributing to sustainability – Our packaging tape assortment

For a more sustainable future



Our paper packaging tape assortment

Paper packaging tapes with sustainable contribution

Sustainability certificates

FSC™ Certification



INGEDE



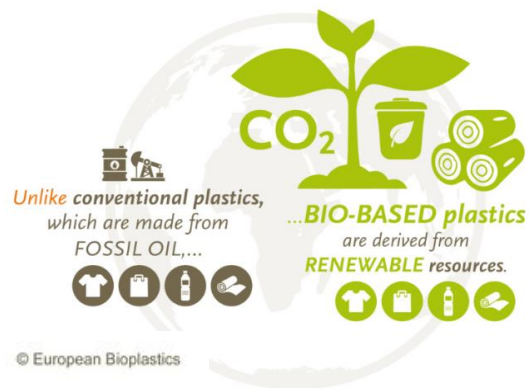
DIN CERTCO



The meaning of bio-based products

- A bio-based product is partially or totally made from substances derived from living organisms
- No petroleum-based materials are used during the production process of a bio-based product

Benefit: Lower carbon footprint



The benefits of bio-based products

- 1) Based on renewable feedstocks
- 2) Reduced CO₂ emissions
- 3) Good to very good mechanical properties
- 4) Reduce dependency on fossil-based products
- 5) Positive image among customers



Recycling-friendliness

Why INGEDE method 12?

INGEDE method 12 is the only standard available to determine the recycling behavior of PSAs (e.g. labels and stickers). The main goal of INGEDE activities / methods is to safeguard and improve paper / cardboard recyclability

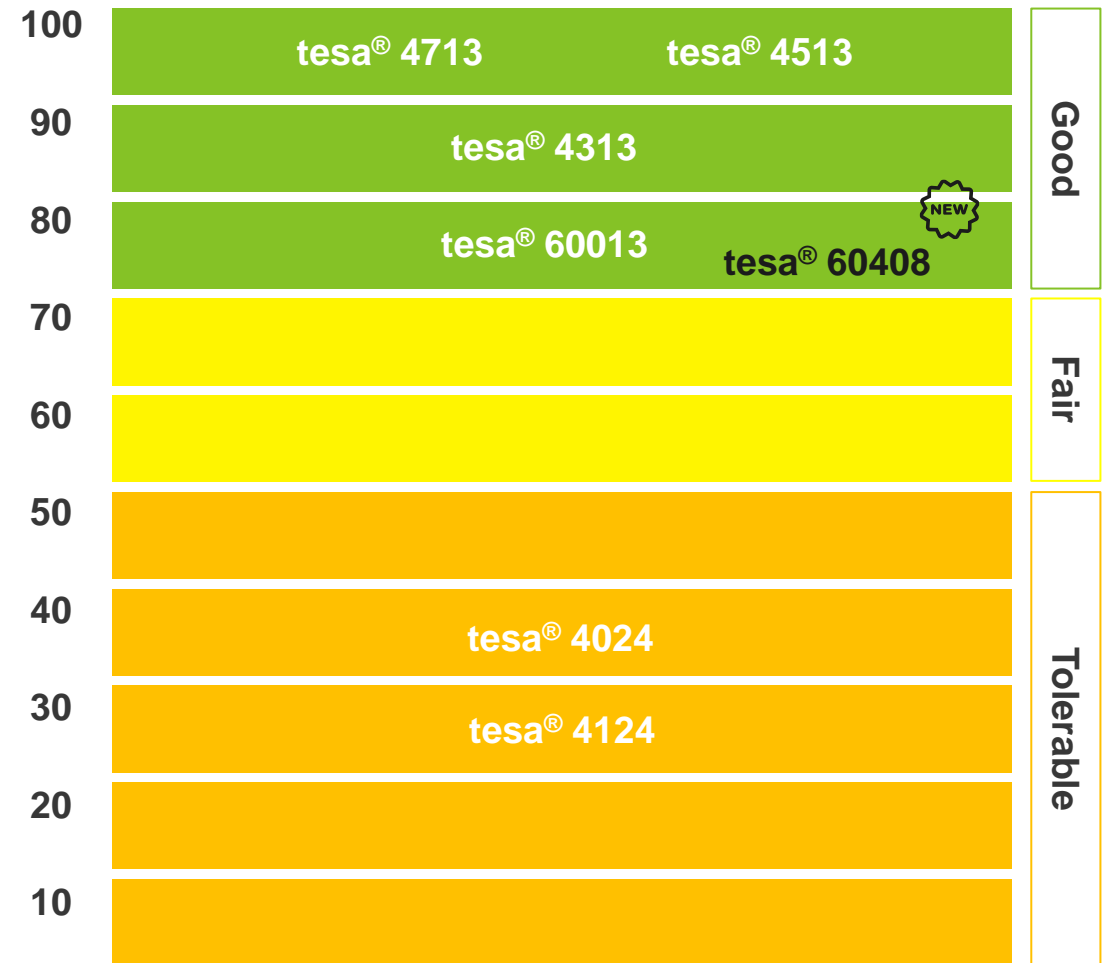
The INGEDE method 12 provides an assessment about the removability of adhesive applications during the paper recycling process

During the paper recycling process, adhesive applications disintegrate during pulping to stickies (also known as adhesive residues)

This method provides a removability score between -20 and 100 points depending on how good the adhesive residues can be removed



Results – INGEDE method 12



Key messages



Excellent performance

tesa® 60408 is a paper packaging tape featuring a premium paper backing and a well-performing natural rubber adhesive system. This product is the perfect packaging for those customers looking for a reliable alternative to filmic-based packaging tapes for light- and medium-weight packaging applications (max. 20 kg).



Striving for sustainability

tesa® 60408 not only provides an outstanding performance, but it is also an advanced alternative contributing to sustainability. Its backing is made with paper from well managed FSC™-certified forests and other controlled sources. The total bio-carbon content of this product is 92% and it can be disposed with the box without endangering the cardboard recycling process. The production process for tesa® 60412 is solvent-free.



Another step towards a more sustainable packaging

With tesa® 60408 we want to support our customers to reduce their use of non-recycled fossil fuel-based plastics as part of their packaging solutions, and consequently improve their contribution to sustainability. We also want to help our customers to realize their sustainability agenda and we do so by contributing with our innovative products.



Thank you

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Learn more about our company
www.tesa.com





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