Replacing virgin materials step-by-step? we do.



total recycled content in our filmic tape tesa® 60418

Benefits offered to customers by the more sustainable tesa® 60418 adhesive tape and the implications of the EU-approved PPWR directive.

The European Union recently voted to adopt the Packaging and Packaging Waste Regulation (PPWR), which imposes strict requirements for increasing the percentage of recycled plastic in packaging. This legislative change has a significant impact on companies that use packaging solutions, but it also opens up new opportunities to adopt more sustainable products.

The innovative tesa solution – the more sustainable choice for responsible packaging.

The tesa adhesive tape was designed to support companies in their transition to more environmentally friendly solutions, complying with the new requirements imposed by the PPWR.

Key benefits for customers:

1. **High percentage of recycled materials**
2. **Reliable performance**
3. **Reduced carbon footprint**
4. **Compliance with EU regulations**
5. **Responsible brand image**

The impact of the PPWR directive on the market

The PPWR directive marks a pivotal moment for the industry. It drives packaging innovation and requires companies to adopt solutions that reduce plastic waste and increase the use of recycled materials.

With tesa, customers can take concrete steps toward sustainability, regulatory compliance, and market competitiveness.

Choose responsibly. Choose tesa for a more sustainable packaging solution and a greener future.

