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**Sticking to Sustainability**

**Packaging Tapes to Reduce Carbon Footprint**

Each year we consume 915 billion metres of single use plastic packaging tape globally, which is the equivalent distance of travelling from Earth to Mars and back, twice. Single use plastics, including traditional packaging tapes, contribute to climate change. They are produced from non-renewable resources and can break down into microplastics which pollute our oceans, rivers and land.

A contributing factor of this increase is the rise of E-commerce, which has been further amplified as we adapt through the pandemic. E-commerce in Australia is rapidly growing as more consumer goods are being transported in single parcel shipments, resulting in the increase of landfill due to widespread use of these plastics. According to Australia Post, online shopping reached an all-time high in 2020, with online purchases growing 57% year-on-year, reaching a total online spend of $50.46 billion in Australia.

tesa is actively working with customers and industry bodies to develop new and innovative sustainable packaging tape solutions. The latest addition includes packaging tapes made with paper from well-managed, responsible sources, and bio-based materials.

As the new materials are derived from renewable resources such as plants, they reduce CO2 emissions and offer other benefits such as lower toxicity. This is precisely what consumers around the world are increasingly calling for – especially when sustainable production methods do not compromise the performance of the products.

Bio-based products can now increasingly be used in the production of adhesive tapes. Bio-based products are obtained in whole or in part from materials of organic origin under strict conditions. Many, or ideally all, traditionally synthetic processes are being replaced in production by natural processes such as fermentation or biocatalysis. This enables greater process efficiency to be achieved, leading to a reduction in energy and water consumption, and a reduction in toxic waste.

The tesa® 60400 is the first bio-based tape in the range. The backing material chosen for this tape is polylactid acid, also known as PLA. This bio-plastic material is made from annually renewable, plant-based materials such as corn starch, tapioca roots and sugarcane. These ingredients offer a naturally lower carbon footprint and outstanding performance properties.

The tesa® 60400 adhesive is also made almost entirely from renewable feedstocks. In addition to natural rubber, a natural-based resin is also used, which almost completely replaces the use of petroleum-based materials. Combined with the backing material, the tesa 60400 has a total biocarbon content of 98%.

Another sustainable product in the tesa range is the 4713, which is a paper tape made from controlled and responsible sources. The tesa® 4713 packaging tape can be disposed together with the cardboard without disturbing the recycling process.

tesa’s sustainability goals will see it double the number of sustainable products in the range, halve CO2 emissions, and source 80% of materials from certified and sustainable suppliers by 2025. Since the end of 2020, tesa is covering its entire electricity requirements for all tesa sites worldwide through renewable energies. Furthermore, energy-related CO2 emissions were reduced by 23 percent compared to 2018.

Sustainable products help tesa meet its own sustainability objectives and support customers meet their goals.

More information on how PLA is made: <https://video.tesa.com/desktop/tesa-60400-pla-video-720-p_9045260_33353809.mp4>

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**About tesa**tesa is one of the world's leading manufacturers of adhesive solutions, developing innovative adhesive tapes and self-adhesive system solutions for various industries, commercial customers and consumers. There are over 7000 tesa adhesive solutions that help improve the work, products and lives of customers. tesa invests in the production of sustainable products, solvent-free manufacturing processes and uses renewable energy sources at its worldwide locations. Visit [tesa.com/en-au](https://www.tesa.com/en-au) for more information.