

tesa Case in Point

February 2009

tesa Laser Labels Receive Seal of Approval by Research Company

In a recent assessment conducted by an accredited, independent research firm, tesa laser labels were once again named as the products of choice for identification and marking applications on vehicles.

In its latest annual assessment and quality review, Thatcham, a research organization that advises motorist insurance and vehicle manufacturing companies on safety, quality, and security against theft, recently certified **tesa® 6937** and **tesa® 6947 Laser Label** products as premier products for housing vehicle identification numbers (VINs). Using passenger cars, trucks, motorcycles, and boats. With these certifications, **tesa® 6937** and **tesa® 6947 Laser Labels** are now the only marking labels recommended by Thatcham to be used for vehicle identification purposes, which includes passenger cars, trucks, motorcycles, and boats.

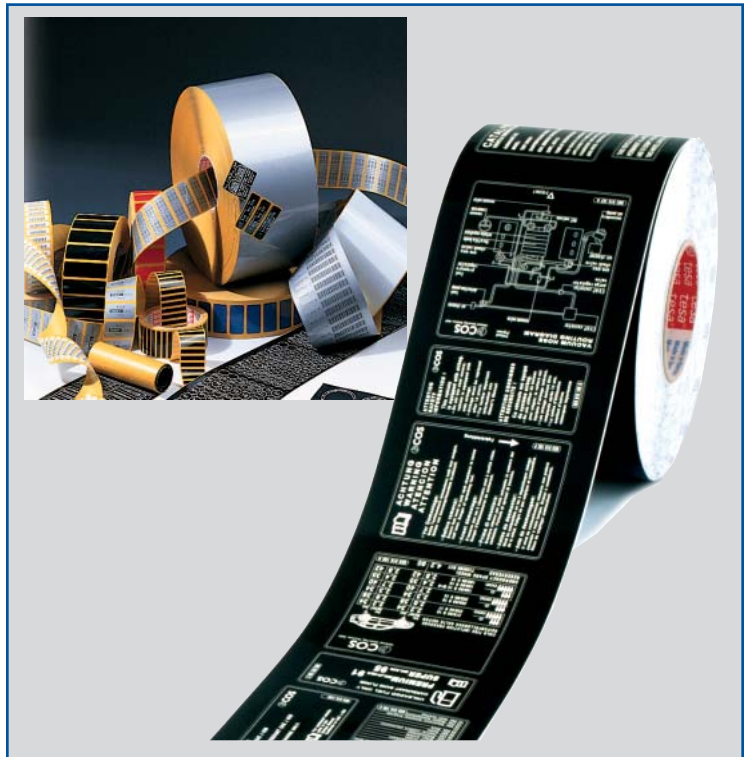
tesa laser labels offer a secure and permanent solution for marking and coding vehicles, unlike metal tags which can be easily removed or duplicated by vehicle thieves. VIN codes and additional information can be micro-scripted and embedded directly into the label material, making coding information almost invisible to the naked eye.

With the recertification of these tesa products by Thatcham in 2009, tesa is able to provide its customers with a marking and coding solution not available by other adhesive tape providers.

About Thatcham: Thatcham provides a unique range of products and services to the insurance and motor repair industries. Primarily, we conduct research and produce data. This data assists in the efficient, safe, and cost-effective repair of motor vehicles. Thatcham also work closely with vehicle manufacturers to influence the design of new vehicles. Our aim is to improve safety and security. Our research helps produce designs which limit damage, while improving the ease of repair following an accident.

Global Headquarters: United Kingdom

Website: www.thatcham.org



About tesa tape: 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. In North America, tesa markets many diverse product lines including double-sided fastening tapes, masking tapes and associated products; packaging tapes, duct and cloth tapes, and many specialty tape products. 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 adhesive tape solutions beyond the roll!

Global Headquarters: Hamburg Germany

Website: www.tesatape.com