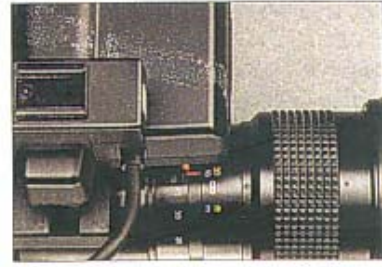


**Resort** The CEO's speech at the annual sales meeting left a lasting mark on the audience. Unfortunately, the tape they used left its own lasting mark.



**Convention Center** The photographer's lighting had to be secured, but the set-up crew must have been in the dark about the right tape to use.



**Videos R Us** The best boy used the wrong tape at today's shoot. The residue it left will be around longer than he will.

If this was the last impression your performance made...



**Concert Hall** The audience demanded an encore. However, the tape they used didn't deserve a repeat performance.



...you should have used our EconoMatte Cloth Tape 53949

We may be a full-line, global tape company,  
but we treat our customers  
like they're the only one in the world.



## tesa 53949 • Performance-Proven Tape

If you need a tape that can be easily repositioned and won't leave residue\* when it's removed, then EconoMatte poly/cloth tape is for you. 53949 won't leave adhesive on your expensive equipment, cables, carpeting or flooring after the job is done. EconoMatte's easy unwind and good tearability make application quick and accurate, and the matte finish won't reflect light.

tesa 53949 is the economical alternative for all your tape needs in the audio/visual, tradeshow, convention, hotel and photography industries for:

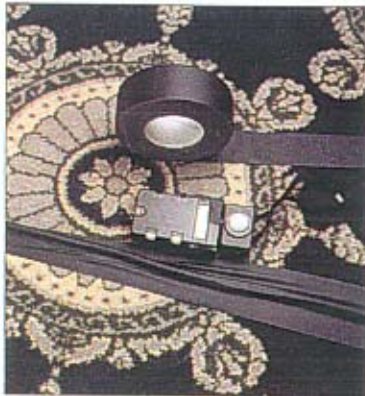
- Marking/Labeling • Bundling
- Seat repair • Display and graphics • Bookbinding
- Sealing • Constructing cove boxes • Reinforcing • Protection
- Media blasting



Stage blocking and spiking



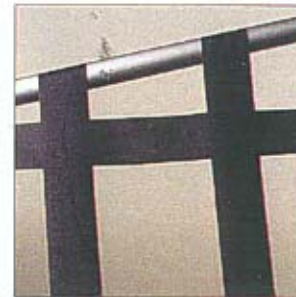
Bundling



Holding cables and cords securely to the floor

Specifications	
Tensile Strength (lbs/in)	22
Elongation	15%
Thickness (mils)	9.3
Temperature Resistance	150°F
Adhesion (steel) (oz/in)	35

Figures shown are averaged and should not be used in writing specifications. Similar tests conducted on a single sample may show varying results.



Creating light patterns

**tesa tape inc.**

5825 Carnegie Boulevard, Charlotte, NC 28209  
704/554-0707 Fax: 704/553-5677

Customer Service: 800/426-2181 Fax: 800/852-8831

BOF ● ● ● ● ●

4000-EM

\* Each tesa-brand pressure-sensitive tape product has been developed for a particular range of applications, and is recommended on the basis of careful research. However, practical experience has shown that the exact requirements of particular applications may differ substantially from case to case. Therefore, all information, recommendations and descriptive information on our tape products are given by us in good faith and are believed to be reliable, but do not constitute a warranty. tesa-brand tape products are sold with the understanding that the user will independently determine the functionality and suitability of the tape for the user's purpose.