

# AN END TO ADHESIVE TAPE RESIDUE ON THE SUPERMARKET SHELF

## Removable tape for price label strips

Price label strips are a vital element in supermarkets and discounters. Double-sided foam tapes have become established as a top solution for attaching the strips: their immediate and lasting bond strength ensures secure, long-lasting adhesion. Their excellent conformability means they even out any imperfections and ensure long-lasting adhesion. They act as a shock absorber, such as when shopping carts collide with them. And they are flexible, because the adhesive tape can be used to attach the same type of strip to different shelf systems.

The only disadvantage of foam tapes becomes apparent when they have to be removed, as a result of damage or new design requirements: Visible foam residue remains on the shelf, which is time-consuming and costly to remove.

That is now a thing of the past. With **tesa® 65610 Removable** there is a foam tape on the market which can be removed without leaving any residue. This is made possible by the unique new product design: Thanks to a special PET reinforcement film, undesirable foam residue is entirely a thing of the past.

### Strong when in use, easy to remove – tesa® 65610 Removable.

- Good immediate and ultimate bond strength for secure, long-lasting adhesion
- Excellent conformability evens out imperfections
- Elastic foam layer absorbs knocks perfectly
- Maximum flexibility: can be used for a wide variety of shelf systems
- No foam residue when removed



## No compromise – tesa® 65610 Removable

### An end to sticking over or alongside.

In order to save time and costs, the foam residue left by conventional adhesive tapes is often left on the shelf (see photo).

When attaching new price label strips they are either simply stuck over the residue or the new foam tape is stuck next to it, which changes the position of the strip.

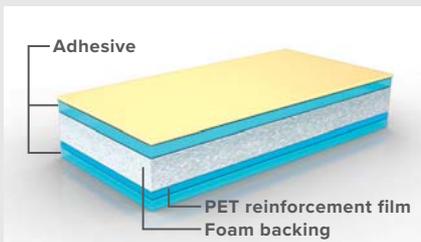
The result: weak bonding of the adhesive or an extremely unattractive appearance.

With **tesa® 65610 Removable**, foam residue can now be removed quickly and easily. And unsightly shelves or loose price label strips are a thing of the past.



Real situation with conventional foam tape

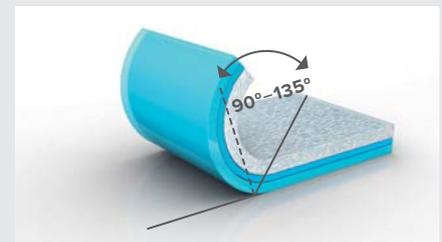
## Removing the foam residue:



The new **tesa® 65610 Removable** has a special **PET reinforcement film** which enables **100 percent removal** of foam residue.



When the price label strip is removed, even with **tesa® 65610 Removable** foam residue remains on the shelf.



But this is how the **residue-free removal** of the adhesive tape works: Simply pull the remaining foam residue away using the PET reinforcement film, **slowly and evenly** at an **angle of 90 to 135 degrees**.

## Technical data:

Product	Backing	Adhesive	Color	Total thickness w/o release liner [µm]	Temperature resistance short/long [°C]
tesa® 65610	PE foam	Tackified acrylic	White	1250	80/80

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