



tesa® BATH ACCESSORIES

Benefit from the huge potential of the category

THE TREND

Bathroom evolution



The bathroom has become a place of well-being and individuality for the people. They love to give it a regular fresh-up with new accessories.





But the regular fresh-ups and redecorations are expected without any hassle: Convenience is key.



Convenient adhesive solutions have a huge potential

- 30 % of households do not own a drill. This is an increasing trend.*
- Non drilling options are growing, drilling is losing considerably.**
- Adhesive solutions become more and more market standard.

BUT: Does the current market offer really fulfill the consumers' needs?

*BestForPlanning 2015

**GfK Bath accessories 4/2017



NEW: tesa® Bath Accessories with Power.Kit technology

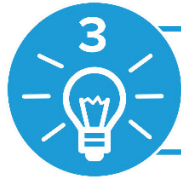


No. 1 adhesive
brand in Europe



Patented adhesive
Technology

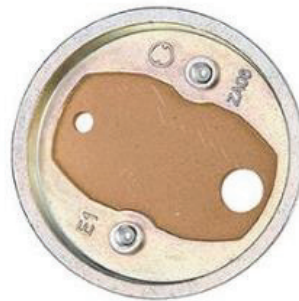
To fight the trust barrier of the category



One-of-a-kind adhesive technology for revolutionary strong hold

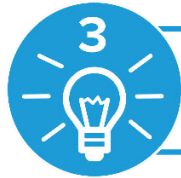


Adhesive



Adapter

- Tesa® Power.Kit is a **patented** adhesive fastening system with **strong holding power**, presenting an alternative to screws and nails.
- The system consists of 2 components that work together: the adhesive + the adapter.
- The adhesive, originating from the **automotive and aviation industry**, was made consumer friendly and therefore is very reliable in holding high loads.
- Since the full drying of the adhesive is key, the patented adapter allows air and humidity to flow through its billions of pressed copper balls. Full loads can be realized already after 12 hours.



All your shoppers' needs are met: a strong, reliable and convenient solution



Strong holding power...



...no drilling



... Glue included

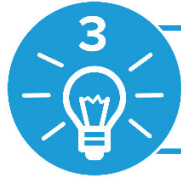


...without dirt






- Best and most convenient adhesive technology in the bath accessories market.
- Glue always included in the packaging.
- **Easy usage** due to
 - Prefixation with self-adhesive fixation ring
 - Ready-to-use glue incl. filling assistant
 - Preset amount of adhesive filling
→ Preventing application mistakes that could reduce the reliability of holding power.
- Quick drying time of only 12 hours .
- Strong holding power of high loads due to proven technology.
- Easy, fast and **residue-free removal** with a pipe wrench at any time. So tiles stay nice and clean.





A diverse assortment covering all accessories segments

- The full range of bath accessories, baskets and shower slide bars
- Different quality and price levels
- Diverse series designs for different demands

	 Bath accessories	 Shower baskets	 Shower slide bars
Classic	LOXX EKKRO LOOP	ALUXX	
	HUKK KLAAM MOON	DRAAD	
	SMOOZ		SPAA
Essential		BAATH	



THE SOLUTION



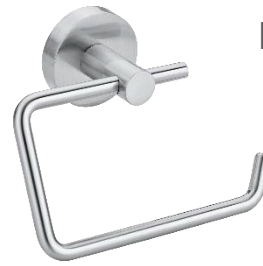
An assortment where your shoppers will find everything they need



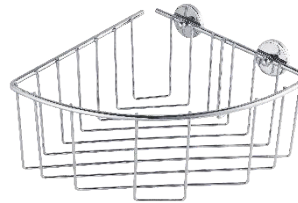
Classic
Black



Essential
Blue



- 10 classic series with great variety in design and material
- 7 bath accessories series / 2 shower basket series / 1 shower slide bar series



- 1 shower basket series that bring value for money
- Additional product series under evaluation

TOOLBOX SHELF

The flexible option



Endlessly extendible

→ Large selection of products*

Clear and appealing product presentation

→ Clear presentation of products*
→ Large selection of products*

Optional illumination

Explanation of technology

→ Clear presentation of products*

Extendible crowner concept



Eye-catching Shelf flags

→ Clear presentation of products*

Large touch & feel area

→ Products can be touched*
→ Products can be seen out of packaging*

PRICING

Classic Black



- Established & stable pan-European pricing by tesa nie wieder bohren
- Horizontal pricing
 - Price difference between round & square design
 - Price difference between chrome-plated metal & stainless steel design



TECHNOLOGY

Application steps of tesa® Power.Kit technology



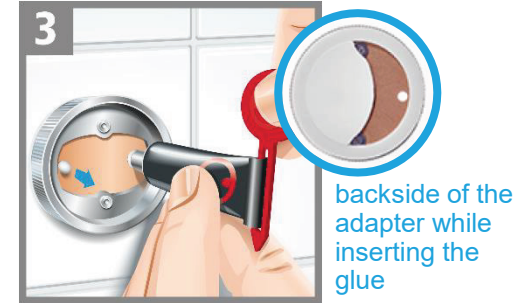
EASY ON



1. For cleaning the surface please use silicone-free window cleaner, methylated spirit or isopropanol. Do not use conventional household cleaners as they often contain degreasers or water-resistant components on which the adhesive glue will not bond.



2. Please remove the liner of the adhesive ring and press adapter on cleaned surface.



3. Open the glue tube with the help of the top of the red key. Insert the glue into the adapter by placing the opening of the glue tube into the bigger hole of the adapter until the glue comes out of the smaller hole on the opposite side.



4. Do not push or move the adapter up from now and leave it for **12h** for hardening.



5. Place the bath accessory onto the adapter.



6. Use the Allen® key to screw tightly the bath accessory.

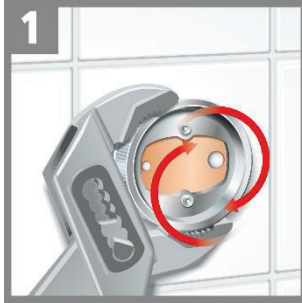
TECHNOLOGY



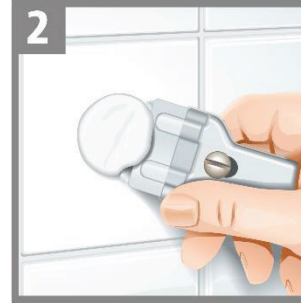
Removal steps of tesa® Power.Kit technology



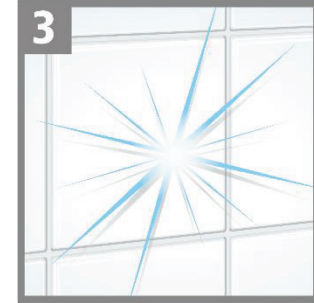
EASY OFF



1. Turn off the adapter with the help of a gripper. Take the gripper at the outside of the metallic ring of the adapter and turn it around its axis. If you do not have a gripper you can also use a scraper (very thin), a saw blade (only one-sided grip) or a cutting wire.



2. Remaining glue residue can be scratched off with a (kitchen) scraping tool.



3. No surface damage, no residues.

Adhesive

- 1-Component moisture-curing sealant
- **S**ilyl **M**odified **P**olymer (SMP-Glue)
- Paste that needs humidity for chemical cross-linking



Sinter-Metal-Plate

- 95% copper, rest tin and wax
- Permeable to air in order to allow reaction of glue (air humidity)



Adhesive Ring

- tesa d/s PE foam (62510) with acrylic adhesive for pre-fixation
- 1 mm thickness of foam in order to control amount of glue



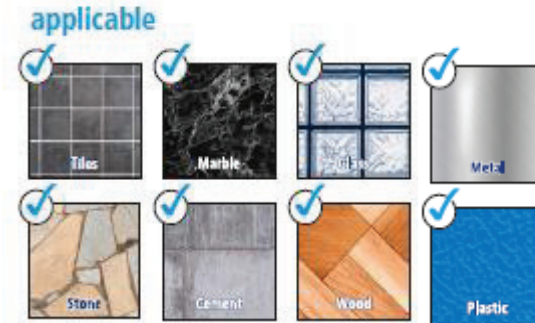
Zamac Alloy Ring

- Massive zamac alloy ring for fixation of object
- Object secured with grub screw



Secure hold and removability on nearly all surfaces

- Tiles
- Marble
- Glass
- Metal
- Stone
- Cement
- Wood
- Plastic



No secure hold and removal without trace

- Wallpaper
- Enamel varnish
- Plaster
- PE, PTFE, PP



