

The background of the entire page is a photograph of three men in an industrial setting. They are gathered around a piece of machinery, looking at something off-camera. The man on the left has long brown hair and is wearing a dark blue t-shirt. The man in the center has short brown hair and is wearing a blue and white checkered button-down shirt. The man on the right is balding with glasses and is wearing a dark blue t-shirt. The machinery they are looking at has a yellow and white striped roller. The background is filled with various industrial components and structures.

Converter partnership

tesa® Alliance Program – Benefits and requirements

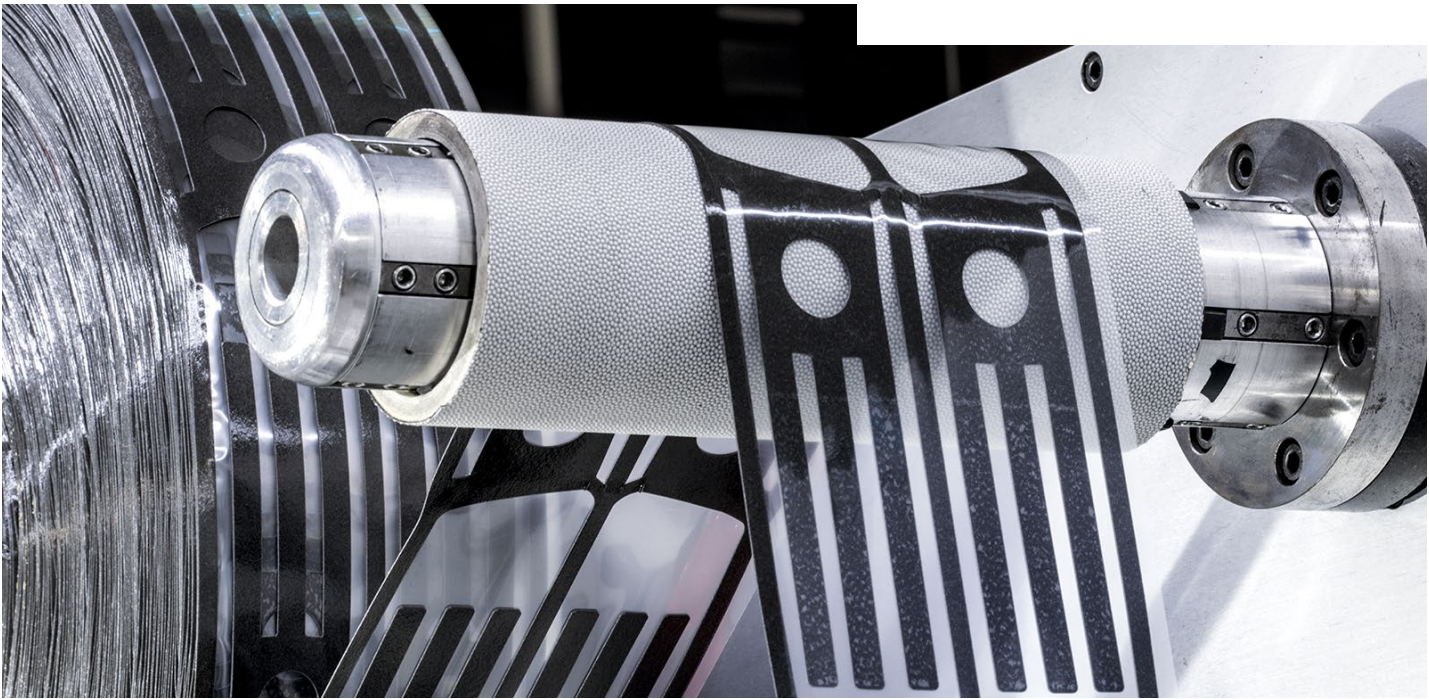
Program definition

The tesa® Alliance Program for Converter Partners is based on having excellent communication and alignment between both of our companies. This helps ensure that we are able to understand our respective expectations. A Converter Partner manufactures custom components from various materials, including PSA's supplied by tesa, by performing one or more of the following functions: Die cutting, Printing, Laminating, Coating, Slitting, Sheeting, Perforating, Rewinding, and Spooling. There are different levels of participation in the program with increasing requirements yielding increased benefits to the Converter Partner.

Additional goals and purpose of the program include:

- Alignment across our business units to provide a unified message to our key Converter Partners
- Yields clear financial rewards for the Converter Partners and tesa through growth
- Facilitates engagement with key Converter Partners through communication and setting mutual expectations

Choose
your
level



tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.



tesa® Gold Converter Partner Benefits & requirements

Benefits:

- Strong level of sales, marketing and technical support
- Strong level of incentives including rebates and Market Development Funds (MDF)
- Access to certifications and approvals
- Eligible to participate in sales incentive program - tesa Rewards

Requirements:

- Successful local assessment and classification as Platinum Converter Partner
- Leads with tesa in specified market(s)/customers
- Joint Alignment Planning and Plan Execution / Quarterly Reviews
- Adheres to Partner Policy including the tesa Code of Conduct



tesa® Platinum Converter Partner Benefits & requirements

Benefits:

- Highest level of sales, marketing and technical support
- Highest level of incentives including rebates and Market Development Funds (MDF)
- Access to certifications and approvals
- Eligible to participate in sales incentive program - tesa Rewards
- Advance notification of new product launches
- Priority access to new leads

Requirements:

- Successful local assessment and classification as Platinum Converter Partner
- Leads with tesa in specified market(s)/customers
- In-depth joint Alignment Planning and Plan Execution / Quarterly Reviews
- Adheres to Partner Policy including the tesa Code of Conduct



Certifications

Our company is focused on international quality, environmental, and occupational safety standards.

Please find more information regarding our certifications at:
www.tesa.com/certifications

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