



Customer success story

How tesa® 4713 packaging tape helped Sellpy meet its sustainability goals

To improve the sustainability of their packaging materials, Sellpy and aPak — Sellpy's packaging suppliers — wanted to provide their end-users with recycling-friendly packaging. This meant replacing their plastic tapes with a recycling-friendly option.

As an ecommerce and selling service for pre-owned items and one of Sweden's fastest growing startups, Sellpy ships a high number of boxes annually with the EU. Considering the scale of their operations, Sellpy and aPak needed a packaging tape solution that could be integrated into their process without disrupting business.

The benefits of switching to tesa® 4713

We offer an assortment of packaging tapes with sustainable aspects for different uses and weight categories. After auditing Sellpy's packaging needs, we recommended tesa® 4713 paper packaging tape. Notably, tesa® 4713 can be deployed with hand dispensers, ensuring that Sellpy wouldn't experience any disruption to their packaging process.

From a sustainability perspective, the backing of this product is composed of paper sourced from controlled forests and other controlled sources and its adhesive is natural rubber, a renewable feedstock. Along with having a solvent-free production process, tesa® 4713 tape features a core that is of paper and recyclable. Finally, this tape can be submitted to recycling without needing to be removed from the box — as tested by INGEDE Method 12.

While tesa® 4713 tape met Sellpy and aPak's sustainability requirements, it also improved how well their packaging was secured. Compared with their previous tapes, our product offers superior adhesion to cardboard surfaces. One anecdote we heard is that workers were able to secure boxes using only one strip of tesa® 4713. With their previous tapes, multiple strips were needed to seal packages.

Adding branding to packaging is an important strategy for enhancing the customer experience. "The look and feel of tesa® 4713 tapes are better aligned with our brand — especially as the brown paper tape 'looks more sustainable' than other packaging options," states Sellpy. As this product line is printable with a variety of ink systems and therefore is highly customizable, Sellpy could use branded tapes that showcase their logo and even display a Christmas message for their end-of-year orders.





Outcomes from adopting tesa® 4713

After a brief trial period, Sellpy now uses tesa® 4713 for all of its packaging. But what has this meant for the company?

By adopting our high-performing tapes, Sellpy has peace of mind that their packages are secure. As our tapes are stronger than their previous solution, fewer strips are required to seal boxes. This means that it takes less time and fewer materials to package their products — resulting in clear time and cost savings. At the same time, our printable tapes have created new branding opportunities.

But most importantly, tesa® 4713 has helped Sellpy provide a recycling-friendly packaging solution. By improving the sustainability of their packaging, Sellpy is more closely aligned with its mission to reduce the environmental impact of the clothing market.

“At Sellpy, we want to empower our customers to live circular. This applies to the items they buy and the packaging that comes with it. This is why our partnership with aPak and tesa has been so important. They’ve helped us achieve top-to-bottom more sustainable packaging.”

— Oskar Nielsen, Sellpy Co-Founder



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