



Distributor partnership

tesa® Alliance Program – Benefits and requirements

tesa – by your side

We are a leading manufacturer of pressure sensitive adhesives serving the appliance, automotive, building supply, electronics, industrial, paper and print, and transportation industries. With our reliable solutions and excellent service, we support industry partners in optimizing their processes and improving their products.

For over a century, tesa has pioneered the development of pressure sensitive adhesive tape technologies. This rich tradition of innovation dates back to 1882 when the company's founder patented a method for manufacturing medical adhesive dressings. With this invention came the beginning of a global enterprise. Today, tesa is one of the world's leading manufacturers of self-adhesive product and system solutions for industry, professional craftsmen, and consumers.

Since 2001, tesa SE (4,827 employees) has been a wholly owned affiliate of Beiersdorf AG (whose products include NIVEA, Eucerin, and la prairie).

Characteristics



We are approachable



We are reliable



We are responsive

Global presence



- 1 headquarters
 - 6 regional headquarters
 - 8 plants
 - 65 offices
- ... and 52 affiliates worldwide in over 100 countries

4,827
employees
worldwide

Program definition

The tesa® Alliance Program for Distributor 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 Distributor Partner provides value added services to end customers focusing on areas such as logistical expertise, customized solutions, and a high degree of customer intimacy. There are different levels of participation in the program with increasing requirements yielding increased benefits to the Distributor Partner.

Additional goals and purpose of the program include:

- Alignment across our business units to provide a unified message to our key Distributor partner
- Yields clear financial rewards for the Distributor partner and tesa through growth
- Facilitates engagement with key Distributor partner 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 specific application. 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® Distributor Partner Benefits & requirements

Benefits:

- Limited sales, marketing and technical support
- Access to world class adhesive products and solutions

Requirements:

- Adheres to Partner Policy including the tesa Code of Conduct
- Investment in tesa through internal trainings, inventory management, and/or sales campaigns



tesa® Silver Distributor Partner Benefits & Requirements

Benefits:

- Sales, marketing and technical support
- Conditional eligibility to participate in sales incentive program - tesa Rewards
- Access to world class adhesive products and solutions

Requirements:

- Successful local assessment and classification as Silver Distributor Partner
- Leads with tesa in specified market(s)/customers
- Investment in tesa through internal trainings, inventory management and/or sales campaigns
- Adheres to Partner Policy including the tesa Code of Conduct



tesa® Gold Distributor 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 Gold Distributor 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 Distributor 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 Distributor 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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tesa.com/company/locations

tesa.com