

Press Release

Freudenberg Filtration Technologies: tesa to Begin Marketing Fine Dust Filters for Printers

Weinheim/Hamburg, June 12, 2009: tesa, the manufacturer of self-adhesive system solutions based in Hamburg, and the Weinheim-based filter producer Freudenberg Filtration Technologies have embarked on a close cooperative arrangement for marketing of fine dust filters for laser printers, fax machines, and copiers.

The filter, developed and manufactured by Freudenberg, has been commercially available in Germany, Austria, and Switzerland under the micronAir office brand for about a year now. "After the successful market launch of our TÜV-certified filters, which provide reliable protection from toner dust and fine dust from laser printers, we have now been able to bring tesa on board as a strong partner for the further development of the business," says Dr. Andreas Kreuter, Managing Director of Freudenberg Filtration Technologies. Stefan Grote, Vice President of the Consumer division at tesa SE, adds: "We have an established, extensive product range in the office supply segment. The filter solution with the highly efficient micronAir office technology is an outstanding fit for our innovative product portfolio."

With this cooperative arrangement in the consumer business, the two companies are pooling their strengths: Freudenberg has extensive application and production expertise in air filtration, especially in the area of emission of pollutants and hazardous substances from office equipment, and tesa is a well-known name-brand partner to retailers and has the suitable sales and logistics structures in Europe. In addition, tesa is one of Germany's strongest brands, with name recognition of 98%. "The tremendous confidence that the longstanding tesa brand enjoys among users in the office supply and stationery segment will further boost the business," Grote says.



tesa will begin marketing the printer filter under a new product name in the fall of 2009, with appropriate information for the press, retailers, and users.

With its Viledon and micronAir brands, Freudenberg Filtration Technologies is a global technology leader in air and liquid filtration, especially in the energy, healthcare, automotive, and general air conditioning and ventilation sectors as well as the area of technologically advanced special applications. The company is a member of the Freudenberg Group, which covers business segments including filtration and nonwoven materials, seals and vibration technology, household products (Vileda), and specialty products. The Freudenberg Group generated 5 billion euros in sales in 2008 with a workforce of about 33,000 employees.

tesa SE is a member of the Beiersdorf Group and is the No. 2 provider worldwide in the development, manufacturing, and marketing of self-adhesive products and system solutions. tesa earns 78 percent of its sales with sophisticated special solutions for professional users and industrial customers, with particular emphasis on the areas of automotive engineering, electronics, and paper production as well as printing of newspapers and packaging. The tesa product portfolio for consumers comprises more than 300 professional solutions for the office supply, paper, and stationery sector as well as the home and DIY segments. With about 3,900 employees worldwide and nine production locations, tesa operates in more than 100 countries. tesa SE generated 860 million euros in sales in 2008.

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