

Quick and easy wallpapering: tesa and Rasch launch self-adhesive wallpaper collection

- Combined expertise: Innovative adhesive technology and individual wallpaper design in one product
- Easy handling: Tool-free wall mounting in just a few steps
- In stores: Market launch in specialty retail and selected digital channels

Norderstedt, 14th January 2025 - tesa, international manufacturer of innovative adhesive tapes and self-adhesive product solutions, and renowned wallpaper factory Rasch are deepening their strategic partnership and jointly launching a collection of self-adhesive textured wallpapers. The products combine tesa's strong adhesive power with Rasch's proven wallpaper quality and stand out with unique patterns and embossings. DIY enthusiasts and hobby decorators can transform boring walls into stylish eye-catchers in no time - without paste, tools, or much effort. The new collection will be available in stores from March 2025.

Strategic expansion of product portfolio

The new wallpaper collection is aimed at anyone who wants to redesign their walls spontaneously and flexibly. The collection offers a simple, clean, and above all quick solution, especially for comfort-conscious customers who have not dared to try wallpapering before.

For both partners, the cooperation is a strategic step to expand the existing portfolio with an innovative new product. "Through the partnership with Rasch, we can further advance our brand in the decorative DIY project sector. Our innovative adhesive technology enables us to offer aesthetically pleasing and high-quality products that quickly and efficiently transform our customers' living environment. In Rasch, we have found the ideal partner who shares our high standards for quality and innovation to jointly develop the best possible customer solutions," says Dr. Andreas Mack, Consumer Board Member at tesa.

"With this self-adhesive wallpaper, we are utilizing the full strength of the Rasch brand and the capabilities of tesa adhesive technology to offer consumers a surprisingly simple and clever solution for wall design," reports Dr. Frederik Rasch, Managing Director of Tapetenfabrik Gebr. Rasch GmbH. "The market launch is a milestone made possible by the close collaboration and commitment of all involved. We look forward to revolutionizing the wallpaper world."

Large collection available at market launch

The initial collection that the partners will bring to market includes 40 designs, featuring exotic, floral, and geometric patterns as well as textures like stone and wood. Additional motifs and designs are in planning. The official market launch for the starter collection is planned for March 2025. Rasch will handle distribution and gradually supply all major specialty retail chains as well as selected digital channels. The tesa Rasch innovation will be presented to a broader trade audience for the first time at "Ambiente" in February 2025 in Frankfurt am Main.



About tesa SE

As a multinational company, tesa develops innovative adhesive tapes and self-adhesive product solutions for various industries, commercial customers, and end consumers. There are already more than 7,000 tesa adhesive solutions that help improve the work, products or lives of our customers. Today, the focus is on sustainability and energy-saving processes. tesa invests in the development of environmentally friendly products and solvent-free manufacture processes as well as in the use of renewable energy sources at its locations.

tesa is active in 100 countries and operates plants in Germany, Italy, China, the USA, and in Vietnam. Around three quarters of the tesa Group's sales (2023: EUR 1.7 billion euro) are generated by applications for industries. Together with its international clients, tesa develops innovations that are customized at product and process level. Already more than 130 tesa tapes may be installed in an electric car and over 70 in a smartphone. In the printing and construction industries, too, tesa is constantly penetrating new segments and countries with its special adhesive tapes. The company generates almost one quarter of its sales with products for end consumers and professional craftsmen. 300 applications, such as the legendary tesafilm®, make life easier or, when it comes to insect protection, even make it a bit more pleasant. tesa counts among the world's leading manufacturers of adhesive solutions. Since 2001, tesa SE is an independent 100% affiliate of Beiersdorf AG (i.e., NIVEA, Eucerin, la prairie) with approx. 5,200 employees today.