

Translated from the original German here: <https://www.isgatec.com/artikel/moderne-tapes-werden-noch-viele-industrielle-fragestellungen-beantworten/39573>



Modern adhesive tapes in production – ready for automation solutions of the future (Image: tesa SE)

March 11, 2025

## Modern tapes will answer many industrial questions

Challenges. Potential. Future.

by Ingrid Sebald (tesa SE)

Is adhesive bonding the joining technology of the 21st century? Dr. Ingrid Sebald, Member of the Board of Management for Technology at tesa and responsible for the areas of Technology and Sustainability, answers this question with a resounding "yes." She believes that adhesive tapes have a largely underestimated potential, and the development of this technology will remain highly dynamic.

Everyone has known about tesa film, a consumer product, for decades. What are the company's priorities today – consumer or industrial?

**Dr. Sebald:** Our focus today is clearly on industrial business. Almost 80% of the Group's sales are attributable to applications in this area. One focus is the development of customized innovations for international customers, especially in the automotive and electronics industries. For example, a smartphone contains more than 70 of our adhesive tapes. We are also continuously expanding into new segments in the printing and paper industries, as well as in construction, solar and wind energy, and household appliances.



*"With current and future adhesive tape solutions, bonding has a good chance of becoming the joining technology of the 21st century – regardless of the many challenges."*

Dr. Ingrid Sebald

### Solution partner



tesa SE

### Topics

[Adhesives/Adhesive Tape/Tapes](#) , [New Mobility](#) , [Sustainability](#)

### Industries

[Automotive](#) , [Electronics](#)

### Target groups

Purchasing, Maintenance, Design & Development, Production & Manufacturing, Quality Assurance, Management, Sales



[Read the interview](#)