

tesa supports circular design as sponsors of Thai Packaging Awards 2026

International adhesive tape manufacturer tesa has stepped up its commitment to sustainable development in the Asia-Pacific region by sponsoring a major category at the Thai Packaging Design Awards (ThaiPDA) 2026.

The newly introduced **tesa Special Award** recognises outstanding packaging concepts that creatively integrate **paper-based design tapes**. The initiative aims to highlight how advanced adhesive technologies can bridge the gap between structural performance, aesthetics, and circular economy principles.



Award-Winning Innovation

The 2026 tesa Special Award **celebrated sustainability breakthroughs** across two tiers:

- **Professional Category:** Awarded to Chaiwat Kuansutthi and Aroon Suachoy of Chanwanich Security Printing Co., Ltd. Their winning entry, *Chann House Diffuser*, drew inspiration from traditional Thai shophouses to demonstrate how cultural heritage can be seamlessly integrated into functional, eco-friendly retail packaging.
- **Student Category:** Clinched by Pisit Khongsrijan from Silpakorn University for *Boxy*. Influenced by action figure display cases, the design creates an engaging, high-impact shelf presence while adhering strictly to resource-efficient guidelines.

Driving circularity in packaging

As brand owners and manufacturers face mounting pressure to reduce packaging waste and improve recyclability, the environmental impact of every single component, including adhesives, is under intense scrutiny.

tesa's **paper-based design tapes** are engineered specifically to support mono-material, plastic-free packaging architectures. Ideal for corrugated boxes, folding cartons, and mailing bags, these tapes use robust paper backings paired with high-performance adhesives. Crucially for the recycling stream, they **do not require separation from the cardboard** during the standard re-pulping process, significantly reducing material complexity.

A shared responsibility for the supply chain

Speaking on the partnership, **Andreas Gunnestrand**, President and Regional Manager of tesa tape Asia-Pacific, emphasised that the future of the sector relies on cross-industry collaboration:

"Innovation happens when design and technology come together with a shared purpose... We are proud to support the next generation of packaging innovators who are helping shape the industry's transition towards circularity."

For tape manufacturers, converters, and designers alike, the initiative underscores a growing global trend: sustainable adhesive tape solutions are no longer just functional accessories, but strategic enablers of a truly circular economy.

Source: [tesa](#)