



STUCK ON YOU

BY JANE SMITH

Tacky, I know, but get a grip, get stuck in, and you never know what might stick with you.

The adhesive tape market is a typical example of where margin erosion and over-supply in the traditional adhesive tape on a roll category has forced manufacturers to dream up some of the most innovative alternatives imaginable from colourful, personal dispensers to triangular glue sticks and 'silent' tape. This has been a case of survival tactics but has also provided us with new categories and other, more lucrative sales opportunities.

With 25% of annual sales of adhesive tape being in the run up to Christmas it's going to be important to get prepared. And don't forget the added value sale. How many of us still persist in cutting lengths of tape off a roll and placing them all round the edge of the coffee table so that we have two hands free to wrap the presents? A tape dispenser means just that and provides one hand dispensing leaving no marks on desks and coffee tables. There's also some great mini disposable dispensers and tape systems available from all the major manufacturers. Check out your catalogues and ask your suppliers what their promotional plans

are for the seasonal period and pick up those added value sales.

And it's not just Christmas when such products offer sales opportunities. For example, 3M have been talking to me about their magic tape and wrist dispenser and about a recent campaign directed at Florists. It may be a niche market but the campaign was a success.

Another thing to remember is that we are increasingly seeing evidence of office workers personalising their desk space and adding colour. The mini tape dispensers available from manufacturers such as 3M and tesa do offer some fun shapes and groovy colourways.

SO WHEN WE THINK OF STICKY STUFF WHAT ELSE IS THERE?

Glue sticks – a must for all students everywhere and still popular in offices – every desk drawer should have one! But have you seen the new triangular shaped one from Tesa? They say that

the simple ideas are the best and this is no exception. The triangular shape allows you to glue along edges and right into the corners. They do plenty more that sticks in the mind too.

Tac or Putty – not just for Christmas decorations, this versatile sticky stuff is safer and cleaner than using drawing pins or tape. It doesn't damage surfaces or leave marks behind and no craft box, kitchen drawer or office should be without a pack. An all year round winner!

Hooks and Loops, generically referred to as Velcro are a great product for use with exhibition and display stands. Most receptions have got one! And have you heard of tesa Powerstrips – unique removable adhesive strips that offer secure hold up to 1kg and are removable without a trace quickly and easily. Ideal for posters, year planners, calendars etc and you can get them with hooks attached.

So don't get stuck on one product. It's not just the mailroom that needs sticky stuff. Sell across the whole range and sell on application. ■

SUPPORT

It's all a matter of application and education. Keep your eyes peeled as you visit your clients. Ask questions when they're buying product - you may be able to offer them a better solution to their sticky situation! Forgive the pun.