

## **Anderson & Vreeland Canada to Provide Full Line of Tesa Tape Products**

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MISSISSAUGA, ON ([PRWEB](#)) June 20, 2018 -- The full line of tesa tape inc's specialized products for flexographic printing is now available through Anderson & Vreeland Canada. This provides flexographic printers across Canada rapid access to all of tesa's mounting and splicing tapes.

### Key Drivers

Among the drivers of this initiative are narrow web, tag, label, and flexible packaging producers with operations on both sides of the border. Printers require a complete range of reliable, consistent options for flexo mounting and splicing tapes, regardless of where labels or packages are produced.

“We view our markets not as Canada or the U.S., but as North America, and seek partners, such as tesa, that share that lens,” said Sean Sawa, Anderson & Vreeland Director of Sales for Canada. “We have seen very strong year-over-year growth with tesa in Canada for the past four years, which closely mirrors our own growth trajectory, and this agreement helps ensure continued growth in this market. While we are expanding our portfolio of solutions, we are also increasing service and support for customers with operations on both sides of the border.”

“The new agreement is a natural extension of the two companies' long-standing relationship in the U.S. that has gained Anderson & Vreeland tesa status as a top-tier distribution partner,” adds Chuck Doyle, North American Sales manager for tesa tape.

### Enhanced availability

Under the agreement, tesa's lines of purpose-specific tapes will be stocked in Anderson & Vreeland's Canadian warehouses, facilitating prompt delivery to flexo shops throughout Canada. This significantly shortens the supply chain for Canadian shops and enhances tesa's presence in the Canadian market. Similarly, flexo shops doing business in both nations have full access to tesa's mounting and splicing solutions from tesa, regardless of their location.

“The two companies will work closely to define and anticipate each customer's needs to ensure products are in stock, ready to ship, and can even be delivered on a pre-determined schedule, based on established customer requirements,” explained Mr. Sawa.

### Aligned strategies

The new agreement also reflects the closely aligned operating strategies of the two companies. Both focus on learning about and understanding customers' specific challenges and problem areas, then providing the best possible solution. This approach raises tapes—often thought of as commodities—to being part of a complete solution for successful and profitable flexographic printing, and further helps distinguish tesa's products and approach to business.

“We are excited about the added horsepower working with Anderson & Vreeland brings to us in Canada,” said Mr. Doyle. “Business doesn't stop at the border and we are looking forward to providing Canadian

flexographers with the same level of technical sales, service and support we have provided in the U.S.”

#### About Anderson & Vreeland

Anderson & Vreeland provides flexographic printers with innovative solutions that are tailored to their specific application. We do this by identifying the most effective & advanced technologies in our portfolio, educating our customers on how these products will improve their bottom line, and seamlessly integrate these solutions into our clients business. We are a privately-held company with over 50 years experience providing unrivaled customer service to the flexographic printing industry.

Further information is available on the web at <https://www.AndersonVreeland.com>.

#### About tesa

tesa is one of the world’s leading manufacturers of technical adhesive tapes and self-adhesive system solutions (more than 7,000 products) for industrial and professional customers as well as end consumers. Since 2001, tesa SE (4,450 employees) has been a wholly owned affiliate of Beiersdorf AG (whose products include NIVEA, Eucerin, and la prairie).

Applications for various industrial sectors – such as the automotive industry, the electronics sector (e.g. smartphones, tablets), printing and paper, building supply, and security concepts for effective brand and product protection – account for about 76% of the tesa Group’s sales (2017: 1,257.8 million). tesa also partners with the pharmaceuticals industry to develop medicated patches. tesa earns 24% of its sales in the consumer and craftsmen segment, where 300 products for end consumers make working in the home and the office easier.

<http://www.tesatape.com>