

Sellotape

REGD

THE MARKET

Since the early 1930's, adhesive tapes have become a basic necessity for every office, shop, factory and home. The range of adhesive tape applications is so diverse that the industry has become highly specialised requiring inputs of both high technology and enormous expertise.

Owners of the "Sellotape" brand globally have had enormous influence on the development of the adhesive tape industry. Although recognised by name association, "Sellotape" Australia are a separate identity and operate independently from their associates abroad.

The Australian adhesive tape market has traditionally been divided into three key categories, Industrial Tape market, Office Stationery market and the Retail Tape sector (chain stores, supermarkets, newsagents) where the "Sellotape" brand has built its reputation as market leader.

Estimated to be around \$100 million, the markets serviced in Australia by "Sellotape" demand at the very least, value for money with one major category Polypropylene Carton Sealing Tape accounting for over 50 percent of the Australian Tape adhesive market.

ACHIEVEMENTS

From its infancy "Sellotape" has served the Australian adhesive tape market with quality products sold under the "Sellotape" brand name.

In order to achieve this success, the company has made constant efforts to develop new and improved products. In addition it has adopted a philosophy which stresses the need to serve the customer in the most efficient way possible.

"Sellotape" has an ongoing formal commitment to quality in all its manufactured and marketed products. Rolls of every tape produced are placed through a series of quality control tests to ensure quality on a consistent roll to roll basis with complete traceability of all materials shipped.

In a fiercely competitive market place, "Sellotape" remains a dominant force and although subjected to excessive competition in a dollar driven market by imported products over the past two decades, has not only held its position but recorded increased market share.

What distinguishes "Sellotape" from the bunch is not only the ability to meet a specified need with the existing comprehensive range of adhesive tapes but "Sellotape" can offer a client customised tapes to meet any particular or unusual end application.

HISTORY

Fifty years ago if you had asked the average Australian consumer "What is Sellotape?", he would probably have answered by saying that it was clear sticky tape. This of course was partly correct, but today, consumers and the purchasing influences of Australian Industry alike are aware that in Australia "Sellotape" produce pressure sensitive adhesive tapes in a wide range of specialised Industrial, Retail and Commercial tapes to meet the constantly changing and diverse needs of Industry, the office and the home.



However the "Sellotape" legend began with clear cellulose tape and, although it has developed a large number of specialised products over a period

of forty plus years, cellulose tape is still one of their most important products.

The story of cellulose tape started in the opening decade of this century when Dr Jacques Brandenberger, a Swiss Chemist, began experimenting with coatings to give extra shine to cloth and make it more easily cleanable. One coating he applied was a solution of cellulose, a substance found in all vegetable matter.

However, when Dr Brandenberger applied this solution, he found that it did not stick to cloth but peeled off in clear strips. This gave him the idea of making cellulose film as a separate film.

In 1911 Dr Brandenberger designed a machine that produced continuous lengths of this new film he called "Cellophane", a name derived from the word 'cellulose' and the French word 'diaphane' meaning transparent. From this beginning, the production of cellophane began.

During the 19th Century, rubber and resin, when combined, had been found to produce a 'pressure-sensitive' adhesive which was used initially on cloth to produce adhesive cloth bandages. It was a relatively simple step then to create cellulose tape which we know so well and use so widely today.

In 1935 a Mr J.R Wright saw cellulose tape during an overseas visit and recognising its potential, struck up a number of contacts which were eventually to bring the "Sellotape" brand to Australia.

Three years later in 1938, Cellulose adhesive tape was developed commercially in England and a franchise to sell this British manufactured "Sellotape" in Victoria and later in Tasmania was obtained. By 1949, the distribution of "Sellotape" product in Australia had expanded so steadily that, apart from extending its facilities in South Melbourne, a property was obtained in North Melbourne, a store in Montague Street and warehouse and offices in Sydney, NSW.



The present Head Office and factory of Sellotape Australia were built at Hawthorn East, a Melbourne suburb in 1952 and the company now has throughout Australia, offices capable of meeting the ever changing market demands, commitment to customers and dedication to quality.

In 1955 Sellotape Australia commenced manufacturing the "Sellotape" brand in Australia replacing the previously English manufactured product. Since then combining highly trained production specialists, chemists and technical staff, with innovative marketing, "Sellotape" products have become one of the most recognised pressure-sensitive tape brands on the Australian market.

THE PRODUCT

Since the introduction of cellulose tapes "Sellotape" have enlarged its sphere of operations to include many different tape varieties custom designed to industry requirements.

"Sellotape" offers an extensive range of Office, Retail, Specialty, and Protection tapes specific to individual needs for use in both the home and industry. High strength Filament Tape suitable for all reinforcing and bundling applications; Double Sided Tape suitable for sign mounting, display constructions and splicing of paper and plastic sheets; and specially U.V treated All Weather Tape ideal for numerous outdoor applications used for repair of hot-houses, pool liners, boat covers and many other items that have to stand up to all weather conditions.

Sellotape Masking Tapes are excellent for use on rough and irregular surfaces and are easily conformed on curved areas used for protecting edges during painting or repair. Protection Tape are designed to protect surfaces from damage during manufacture and distribution, then cleanly remove leaving no residue while Specialty Tapes are designed to permanently protect a variety of surfaces.

Through all of these products, "Sellotape" maintain a reputation for consistent high quality, a reputation that has been won by sincere efforts to control and improve the quality of "Sellotape" products in every stage of manufacture.

Through technical exchange of information with overseas associates, not only do "Sellotape" gain international acceptance of ideas developed in Australia but in return have continuous access to overseas research and developments which are modified to suit the Australian environment.

RECENT DEVELOPMENTS

Following hot on the heels of recently launched new generation packaging for Cellulose and Cellulose Acetate Invisible Tapes for the Retail and Office Stationery market, "Sellotape" recently unveiled a new product that will assist in reducing the impact of graffiti on street and directional signs.

Graffiti on a sign protected with "Sellotape" Anti-Graffiti Tape can be easily and effectively removed without damage to the sign.



THE BALLOON GOES UP ON

"Sellotape"

This tape developed by "Sellotape" in Melbourne is designed for permanent application to exterior or interior signs where protection from vandalism using paint or felt tips is a problem.

Any such graffiti can be easily removed using a mild solvent without the risk of damaging the painted surface. The protective tape will have a life of at least five years under average conditions.

In a move away from the traditional adhesive tape products "Sellotape" in 1996 launched a range of Australian manufactured self-seal padded mailing bags branded "Sellobag".

These light weight bags meet Australian Postal approval plus to assist in the merchandising and to overcome the problem of shop soiled loose product, "Sellobags" are shrunk wrapped in packs.

PROMOTION

Promotional support and customer linked campaigns in conjunction with magazine editorial, T.V. in store promotions and selected press advertising has been the energy behind the "Sellotape" marketing strategy from day one.

"Sellotape" has also recognised the importance of specialty advertising, the use of premiums in conjunction with new product launches or applied to a product or product group requiring a lift in market awareness.

In the retail sector, promotions have become a key marketing tool. "Bonus Packs" or "Value Packs" offering extra rolls have proved popular particularly during the Christmas and Back to School periods.

Industry Trade Fairs and Retail / Office Exhibitions play a major part in the promotion of "Sellotape" Products. New products are launched, Specials are offered and new associates are made.

Innovative and attractive packaging design is also important in the overall "Sellotape" marketing strategy encouraging the impulse shopper or reflecting a quality image to the many consumers

who choose to make their purchasing decision at the point of sale.

"Sellotape's" first advertising slogan was "Insist Tape You're Handed is Sellotape Branded". Igniting consumer awareness and patriotism, "Sellotape" now pursues a more nationalistic identity reaffirming the product as "Australian Owned, Australian Made".

BRAND VALUES

"Sellotape" realises today's consumers are more educated and better informed and they tend to be more sceptical of product claims not backed up by actual delivered values.

"Sellotape's" name and reputation built over 50 years is now the firm's greatest asset, resulting from long term product development and ongoing consumer communication. "Sellotape" guard the name with pride setting new market and performance standards so as to retain existing consumers and attract new ones. This simple policy has ensured that the many tens of thousands of Sellotape consumers continue to use the products daily.

Satisfied "Sellotape" customers are the key to the brand's continued success and in today's competitive market, consumers will choose what they perceive as a better deal and superior value at a competitive price.

Things you didn't know about Sellotape

- "Sellotape" has its own entry in the Oxford Dictionary.
- The annual production of "Sellotape" is enough to circle Australia 28 times.
- 1.5 million metres of "Sellotape" is sold in Australia every day.