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Text of the abstract

The invention relates to a plastic backing film for a stretch releasable adhesive tape, a stretch releasable adhesive tape comprising the plastic backing film and at least one pressure sensitive adhesive layer, an article comprising the stretch releasable adhesive tape, and a method of making and using the stretch releasable adhesive tape, wherein the plastic backing film comprises a blend of at least two copolymers selected from an olefin block copolymer and/or an olefin random copolymer and has a tensile strength in a range from 4.5 MPa to 11 MPa, an elasticity recovery of 50% or less, and an elongation in a range from 500% to 1,200% at breaking point in a first direction and a second direction, wherein the first direction and second direction are orthogonal to each other.