Electronic Supplementary Material (ESI) for Soft Matter. This journal is © The Royal Society of Chemistry 2015

The movie supplied as Electronic Supplementary Information contains the microscopic investigation of the fibril formation in the debonding region, during a steady state peeling test of a Scotch 3M 600 adhesive tape. The peeling angle and velocity are respectively  $9=60^\circ$  and  $V=30~\mu m/s$ . The video is accelerated at twice the real time. The field of view is 1.47x1.1 mm.