



## Press Release

June 27, 2024

Driving packaging sustainability in the consumer goods market

### **Henkel Hot Melt labeling products earn APR Design® for recyclability recognition**

Bridgewater, NJ – Henkel, a global leader in adhesives, sealants, and functional coatings, has been recognized by the Association of Plastic Recyclers (APR) for meeting the highest criteria for recyclability according to the APR Design Guide for Plastics Recyclability for five Technomelt labeling products:

- Technomelt EM 115
- Technomelt EM 377
- Technomelt EM 310
- Technomelt EM 598 RE
- Technomelt EM 386 RE

APR Design for recyclability recognition provides independent validation that a package or packaging component is compatible with the North American recycling system. This process confirms the product meets the highest criteria for plastics recyclability according to the APR Design Guide.

“We are proud of the strides we continue to make in packaging and labeling adhesives to drive more sustainable solutions for our customers, the industry and consumers,” said Jean-Philippe Caye, Vice President of North America’s Consumer Goods Adhesive business. “Henkel’s labeling products provide a variety of options to aid in PET (polyethylene terephthalate) recycling for containers and help our packaging and consumer goods customers meet their own sustainability commitments.”

“APR congratulates Henkel for taking action to improve the recyclability of their packaging adhesives and receive APR Design Recognition,” said Steve Alexander, APR President & CEO.

“Recyclable packaging means less waste, more efficient use of limited natural resources, and more high-quality post-consumer resin (PCR) for new products.”

Hot melt labeling adhesives are used in a variety of packaging and container applications across fast moving consumer goods products. Henkel’s portfolio of Technomelt EM labeling adhesives assure reliable, sustainable bonding and secure label application. Technomelt adhesives are trusted for reliability, quality, and proven results across a variety of applications. The Technomelt product portfolio includes biobased formulations, as well as innovative solutions like wash-off features to support a circular economy. To learn more about Henkel’s sustainable solutions, visit [www.henkel.com/sustainability](http://www.henkel.com/sustainability).

\* TECHNOMELT® is a registered trademark of Henkel and/or its affiliates in the USA, Germany and elsewhere.

\* APR DESIGN is a trademark of the Association of Plastic Recyclers, Inc.

#### **About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 48,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: “Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

#### **About Association of Plastics Recyclers**

The Association of Plastic Recyclers (APR) is an international non-profit and the only North American organization focused exclusively on improving recycling for plastics. APR’s tools & resources help companies design packaging that can be recycled, support innovations that overcome existing recycling challenges, and encourage stable and reliable markets for post-consumer recycled content. Visit [plasticsrecycling.org](http://plasticsrecycling.org) for more information.

**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

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Henkel Corporation



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