



Press Release

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Revolutionary solution for non-permanent wall fixing elevates consumer experience and enhances decoration projects at home

Henkel launches novel high-performing removable construction adhesive for the DIY-market

- **Responding to global consumer needs by significantly expanding the potential for decoration and re-decoration**
- **New patented technology for first debonding solution with high strength hold and easy removability**
- **Simple, quick and clean to apply to a broad variety of surfaces; water-resistance enables even bonding in bathrooms and kitchens**

Düsseldorf – Henkel has launched an innovative adhesive solution under its ‘No More Nails’ category. Pattex No More Nails Stick & Peel is the first removable construction adhesive on the market, that holds a weight of up to 6 kilograms¹ on different surfaces such as tile, glass or PVC and can be easily peeled off without any damage². The revolutionary product offers high initial tack for easy, quick, and removeable decoration at home – thanks to its water-resistance even in wet areas such as bathrooms or kitchens. The unique properties of Pattex No More Nails Stick & Peel will enable consumers to change a broad variety of decorations without any hassle, without the need for power tools and without any damage².

The vast majority of consumers around the world are engaged in Do-it-Yourself (DIY) projects. About two third of them regularly mount light items at home. Pattex has a long-lasting tradition in facilitating these projects and is continuously improving and optimizing its ‘No More Nails’ product line since the first launch in the 1990s. However, many consumers still face barriers to decorating and re-decorating a broad variety of items, especially in rented apartments where damages to surfaces might cause expensive repairs in the future.

To further enhance the consumer experience and to effectively support decoration projects, Henkel has developed a novel patented formulation. The Pattex No More Nails Stick & Peel

technology strikes the perfect balance between strength and removability of an adhesive. It offers the same initial tack as regular permanent construction adhesives but is translucent and flexible enough to be peeled off in just one piece with no traces on the surface. The product can be applied quickly, easily and cleanly – users only need to open the tube and apply in dots to the object. The user then presses the object to the wall in a twisting motion and holds it in place. Pattex No More Nails Stick & Peel has instant grab and can be loaded with weight after 24 hours.

“We have developed Pattex No More Nails Stick & Peel tailor-made to the needs of consumers as we aim to give them the confidence unleashing their creativity when decorating at home,” explained Baptiste Chièze, Global Marketing Director for Consumer Adhesives at Henkel. “Many DIY users around the globe do not dare to use drills and screws for different reasons. Pattex No More Nails Stick & Peel is a real innovation that has the potential to significantly move the boundaries for home decoration by combining the strength of a regular construction adhesive with unique properties for debonding. As a result, the new solution will also contribute to sustainability as it enables consumers to re-use their objects without any damages.”

Pattex No More Nails Stick & Peel will be launched step-by-step across 2024 and beyond under different local brands such as Rubson, Unibond, Resistol and Loctite. The product will be available in stores starting in Q2 in Italy, France, Greece and Benelux followed by Germany, Austria, Iberica, UK, Scandinavia and Mexico during the second half of 2024. In 2025 Henkel also plans to launch the product in the USA and across Eastern Europe. For more information please visit www.pattex.com.

¹ Applicable for one hook with a diameter of 5 centimeters.

² Permanent stains will occur on porous materials such as wood, concrete, brick or coated surfaces. Not recommended for wallpaper or painted walls.

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

Photo material is available at www.henkel.com/press

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