



Press Release

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Aquence PS 3017 RE offers energy-efficient solution for PET recycling

Henkel wins FINAT Sustainability Award 2024 for adhesive innovation

Düsseldorf – Henkel Adhesive Technologies has been presented with the FINAT Sustainability Award 2024 in the “Optimisation of recycling” category. The company received the award at the Sustainable Packaging Summit in Amsterdam. The award of FINAT, the international association for the European label industry, was presented in recognition of Henkel’s innovative activities in developing a sustainable wash-off adhesive that significantly improves the recycling process for PET bottles.

The long-running FINAT Sustainability Awards honor outstanding sustainability initiatives in the label industry. A total of 28 entries were submitted for the 2024 edition of the awards, ranging from innovative adhesives to new recycling methods. Henkel received the award in the “Optimisation of recycling” category for its product Aquence PS 3017 RE, a water-based acrylic pressure-sensitive adhesive that is specially designed for olefinic filmic labels used for PET bottles. The panel of judges for the FINAT Sustainability Awards highlighted benefits such as the low washing temperature for some selected label constructions, which was seen as a welcome addition in the market bringing positive energy impact, along with the fact that it can be used on PET trays and offers superior non water whitening effect for clear labels.

Unlike conventional adhesives, Aquence PS 3017 RE offers excellent wash-off efficiency at temperatures as low as 65 degrees Celsius, significantly reducing the amount of energy used in the recycling process. It also safeguards the purity and value of the recycled PET materials. The recyclability of Aquence PS 3017 RE has been certified by the cyclo-HTP institute. Besides meeting the requirements of the European Packaging and Packaging Waste Regulation (PPWR), the product also provides an answer to the rising demand for sustainable label solutions.

Since its successful market launch at the Labelexpo in 2023, Aquence PS 3017 RE has already attracted a great deal of interest from label manufacturers and brand owners alike. The solution was tested on Henkel Consumer Brands' high-speed labeling systems at speeds of up to 300 labels per minute and qualified for well-known cleaning product brands. "We plan to step up our collaboration with label manufacturers to promote the adhesive's use in additional applications involving polyolefinic (PO) labels on PET bottles and containers. We also aim to further optimize the product for other packaging solutions," says Elodie Picard, Head of Sustainability Packaging at Henkel.

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 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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Henkel Adhesive Technologies has been presented with the FINAT Sustainability Award 2024 in the "Optimisation of recycling" category.



Henkel Adhesive Technologies received the award at the Sustainable Packaging Summit in Amsterdam (from left to right): Jonathan Sexton, Sun Chemical, FINAT Board Member and Chair of the FINAT Sustainability Awards Taskforce; Damien Fourcade, Global Sustainability Manager Packaging at Henkel Adhesive Technologies; Harald Jasper, Managing Director of ACTEGA Metal Print GmbH; Päivi Knihti, UPM Raflatac, FINAT Board Member and Chair of the Advocacy Workstream and Pablo Englebienne, FINAT Regulatory Affairs and Sustainability Manager.