



Press Release

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Henkel presents new packaging innovations at LogiMAT 2025

From one peak to the next: managing order spikes more sustainably with adhesives

Düsseldorf – Picking, packing, and shipping at breakneck speed: Millions of packages left e-commerce warehouses in the weeks leading up to Black Friday and Christmas. Many products were oversized and packed with unnecessary filling material. Others were damaged in transit and came back as returns. The common denominator in both cases is inefficient packaging. To use the calm after the storm to prepare the fulfilment centre for the next peak, visitors to the Henkel stand at LogiMAT 2025 can learn about more sustainable and efficient packaging solutions.

Neither too much nor too little: With right-sized packaging, logistics companies avoid both underpacking and overpacking, because the automated packaging technology precisely matches the size of the shipping cartons to the product. This not only saves material and transportation costs, but also significantly increases packaging efficiency during peak periods. The efficient parcel sizes reduce transportation volume by up to 20%, reducing CO₂ emissions per shipment, while increasing the number of parcels shipped per day. At the same time, the tighter fit of the packaging means that fragile products are better protected and returns due to shipping damage are reduced.

With right-sized packaging, the packages are glued with a hot melt adhesive, which saves large quantities of tape. With the new Technomelt E-COM G5 Eco Cool, Henkel Adhesive Technologies offers a particularly sustainable adhesive for this automated packaging solution, which has been specially developed for e-commerce. It consists largely of bio-based raw materials and saves energy thanks to its low processing temperature. In addition, the adhesive's compatibility with the recycling process helps further reduce the carbon footprint of packaging solutions.

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By automating the packaging process, companies can respond flexibly to fluctuating order situations while reducing costs and waste. Eike Dominiak, Business Development Manager E-Commerce Packaging at Henkel, points out: "After a year of record sales and intensive logistics processes, now is the right time to switch to sustainable and automated packaging technologies. With Henkel as a reliable partner, companies can optimize their value chain and position themselves as pioneers in sustainable logistics."

From March 11 to 13, visitors to LogiMAT 2025 can see how efficient and sustainable the automated packaging solution is. In Hall 6, Stand 6B78, Henkel will discuss how companies can benefit from right-sized packaging and the innovation Technomelt E-COM G5 Eco Cool.

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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