



## Press Release

November 29, 2022

First milestone to creating a holistic approach to sustainability in packaging and consumer goods

### Henkel and cyclos-HTP enter into strategic partnership

Duesseldorf – Henkel and cyclos-HTP Institute (CHI), a company specialized in the classification, assessment and certification of recyclability of packaging and goods, have announced a strategic partnership. This partnership brings together two vital components of the packaging and consumer goods value chain – adhesives and coatings and downstream recycling expertise. By working together, both companies make the creation of sustainable packaging and consumer goods solutions as accessible and simplified as possible for all stakeholders along the value chain. The partnership will give customers a more comprehensive and aligned service offering through the combined know-how of the two companies.

This includes access to in-house testing and certification, joint material science R&D as well as consultation on sustainable packaging design. This is in line with Henkel's strategy for a holistic approach to sustainability and circular economy across the entire packaging & consumer goods value chain.

"As a leader in bonding, sealing and coating, we see it as our responsibility to drive sustainability both upstream and downstream across the value chain," says Csaba Szendrei, Corporate Senior Vice President and Global Head of Henkel's Packaging and Consumer Goods Division. "This important partnership with CHI is laying the cornerstone for our vision of a 360-degree packaging and consumer goods competence center. It also allows us to accelerate our development cycles and integrate recyclability assessment even earlier in the design process."

Established in 2014, CHI is one of Europe's leading and most recognized independent institutes for recyclability testing and certification. Building on their broadly accepted CHI-standards, it will continue to act as a neutral testing and certification body, offering its services to a larger base. CHI Managing Director Dr. Joachim Christiani emphasizes the importance of recyclability:

“Recycling is an important element in the sustainable use of resources. Its viability must be tested early in the design process to produce the desired outcome at the end of a package or product’s life.”

“Our strategic partnership with Henkel is an important milestone to make this an attainable reality for the entire value chain,” he continues. “We are looking forward to embarking on this journey with Henkel to make a lasting impact on sustainability for packaging and consumer goods.”

#### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of about 2.7 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

#### **About CHI**

As Institute for Recyclability and Product Responsibility, CHI is the leading independent institution for evaluation and optimization of packaging regarding its recyclability. In 2011, the first ever assessment standard was developed to determine recyclability based on primary practical and engineering expertise, with which packaging can be assessed reliably and compliant with standards. Since then, the CHI standard has been continuously updated and is used across EU. CHI conducts R & D projects on innovative recycling processes and for the basic determination of scientifically founded evaluation criteria. Other activities include research, consulting, and development on recyclable design of packaging, as well as workshops and further training on the topics of recyclability and packaging design. For more information, please visit [www.cyclos-htp.de](http://www.cyclos-htp.de)

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

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