



## Press Release

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Award for Sustainable Packaging Innovation

### Henkel and CCL win AWA Award for new sleeve technology

- **Henkel uses innovative EcoFloat® sleeve technology to improve the recycling of PET bottle bodies.**
- **Technology enables easier separation of sleeve and bottle body in the recycling process.**
- **CCL and Henkel were awarded for environmental contribution of new packaging design.**

Düsseldorf/Dornbirn – Henkel and CCL, a global specialty packaging company, have won the AWA (Alexander Watson Associates) Sleeve Label Award in the category “Environmental Contribution” for their sustainable design of Henkel’s Vernel fabric softener bottle.

To improve the recyclability of the PET bottle bodies of its fabric softeners in Europe, Henkel partnered with CCL who has developed a new generation of floatable polyolefin material for shrink sleeves called EcoFloat®. This low-density material can be separated from PET bottle components during the sink-float separation process at recycling facilities. While the heavier bottle material sinks to the bottom of the water baths, the lightweight sleeve material floats to the top, even with full printed designs. This enables a clean separation of the PET and the label material, which is necessary to gain high-quality PET recyclate.

“The bottle body of our fabric softeners in Europe already consists of 100 percent recycled PET. Using the new sleeve material, they are now also designed for recycling,” said Abdullah Mahmood Khan, Head of Global R&D Packaging for Fabric Enhancers at Henkel. “Many consumers don’t remove the sleeve before discarding the bottle, which mostly means that the bottle cannot be recycled either. We have now found a solution to enable the recycling of our bottle bodies in this case.”



CCL offers a portfolio of sustainable solutions for labels and sleeves that enables customers to meet their sustainable packaging goals. "The collaboration with Henkel is a great example of how a primary packaging can be improved through advanced sustainable technologies," said Lukas Nachbaur, Key Account Manager for Henkel at CCL. "With all packaging solutions that we offer, we always ensure that they comply with the official design for recycling guidelines of organizations such as RecyClass in Europe and APR (Association of Plastic Recyclers) in the USA. In this case, Henkel's new packaging design adheres to the specific EPBP guidelines for PET bottles."

Henkel is using the new sleeves in about half of its fabric softener product portfolio in Europe.\* The project pays into Henkel's packaging targets by 2025, which includes that 100 percent of Henkel's packaging will be designed for reuse or recycling.\*\* The company also aims to reduce the amount of virgin plastics from fossil sources in its consumer products by 50 percent by increasing the proportion of recycled plastic to more than 30 percent and reducing the overall packaging volume.

\*Refers to Vernel and Silan brands in Europe.

\*\*Excluding products where ingredients or residue may affect recyclability or pollute recycling streams.

### **About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 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 more than 50,000 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 CCL Industries Inc.:**

As a global specialty packaging pioneer, CCL Industries is the largest label company in the world with headquarters in Toronto, Canada and Framingham, Massachusetts. Established 1951, CCL has over CDN\$6.4 Billion (2022) in sales, over 25.000 employees worldwide, over 205 facilities in 43 countries, and is listed on the Canadian Stock Exchange.

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

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