

Extract from Dossier Pritt Celebrates 40th Anniversary/Profile

Today, people from around the world buy more than 130 million Pritt glue sticks per year – no other paper glue is more successful. Pritt is an umbrella brand that not only includes the world's best known glue stick, but many additional adhesive and correction products as well as arts and crafts materials for children.

A revolutionary invention – then and now

Forty years ago, the world's first glue stick began its triumphal march around the globe. Henkel researcher Dr. Wolfgang Dierichs first had the idea for the Pritt glue stick in 1967. It took only two years to develop the first Pritt stick, which resembled a tube of lipstick: small and handy, clean to apply and always ready to use. That was 1969.

Since then, Pritt has constantly reinvented gluing: from Pritt Multi-Purpose Glue (1972) to the innovative Pritt Glue Roller (1989), the No More Scissors adhesive tape (2002) and our latest products such as the Pritt PaintBall paint roller, which is filled with water-based paint, works like roll-on deodorant and has been recommended by a Belgian center for experimental education for use by young children at home and in preschools. Or the new Pritt MyStyle correction roller series, which received the "red dot product design award" in 2008 for its unique design. Additional honors awarded to Pritt products have included two iF Product Design Awards: in 2006 for the Pritt Correction Pen Roller and in 2007 for the Pritt Correction Pocket Pen. The Pritt Comfort Correction Roller also received the "red dot product design award" in 2005. In 2001, after being tested on the International Space Station (ISS), the Pritt product line received the Space Proof seal of quality – proving that our products don't just function smoothly on Earth, but in outer space as well.

Our responsibility to the future

With Pritt as with our other brands, Henkel sees a close link between our quest for innovation and the development of sustainable product solutions. We place great value on environmental soundness and product safety. For this reason, our entire line of adhesives is free of solvents. Approximately 90 percent of the adhesive ingredients used in the Pritt Stick are made from renewable raw materials, and the packaging is made of recyclable materials. Furthermore, in 1991 Henkel began switching over from petroleum-based PVP glue sticks to plant-based solutions. Since 2000 Pritt has entirely given up PVP in favor of natural starches, and to date is the only manufacturer in the world that offers this environmentally friendly solution. The Pritt Refill Roller Pro proves that sustainable products can also help you save money. This new correction roller is easy to refill and therefore is ideal for frequent use.

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