



**Press release**  
Düsseldorf, May 29, 2008

Henkel at the drupa 2008

## **Systems solutions for premium labels**

From May 29 to June 11, Henkel is presenting the latest developments in pressure-sensitive adhesives and UV coatings for hotmelt coaters and label printers at the drupa 2008 in Düsseldorf. The focus is on single-source, mutually adapted systems solutions and premium products for label converting.

The production of pressure-sensitive labels for consumer goods and industrial applications is a highly specialized industry segment with big potential for the future. This is because the label is no longer merely a source of information, but has evolved into an important communicator of the brand image. Production technologies have also changed dramatically. The interplay of new materials, printing methods and high-performance machinery has facilitated the creation of high-tech labels whose quality is in no way inferior to the package's contents.

### **Premium solutions from a single source**

For the production of premium labels, Henkel offers the entire spectrum of modern adhesives and coating technologies. "Our portfolio includes not only adhesives that keep the label firmly in place even in difficult conditions, but also innovative UV coatings and special effect varnishes for enhancing quality labels during the printing process," explains Dr. Rainer Rauberger, responsible at Henkel for Tapes, Labels, Coatings. Close cooperation with leading manufacturers of substrates and siliconized papers and of machines and application equipment ensures that Henkel is able to offer systems solutions from a single source.

This yields many advantages, above all for innovative hotmelt coaters and label printers who want to inline-coat their pressure-sensitive laminate with adhesive. With Henkel as their partner, even small and medium-size firms are capable of coating their labelstock materials themselves, without having to compromise on quality. Henkel's range contains everything they need. What's more, outstanding technical support, the optimal tools for process control and the right products for maintenance and cleaning give them a significant competitive edge.



## Hotmelts for every application

Be it for sophisticated industrial applications or for the labeling of high-quality consumer goods, pressure-sensitive adhesives from Henkel generate added value throughout the supply chain. The portfolio of specialties comprises innovative solutions for all kinds of label constructions – removable, repositionable or permanent – and satisfies the highest standards in terms of heat and chemical resistance, chill/deep-freeze application through to the no-label look. Specifically for the drupa 2008, Henkel is presenting an extensive range of innovative hotmelts for pressure-sensitive labels.

**Premium hotmelt for wine and beverage:** For extremely demanding applications in bottle labeling, Henkel has developed *Technomelt PS 8780 VP*. It masters even the most difficult labeling tasks such as dispensing onto moist and cool surfaces (including PE) and shows extremely good resistance in hypercondensation and ice-water tests. The hotmelt die-cuts easily even at high speeds and can also be used for barrel labels that have to withstand saltwater exposure (BS 5609).

**Innovative hotmelt for direct food contact:** *Technomelt PS 8741* has been developed especially for the labeling of greasy and moist foods. Thanks to its outstanding adhesive characteristics, it is particularly suitable for labeling on extremely problematical surfaces like meat or cheese. Furthermore, the hotmelt is ideal for applications on fruit like kiwifruits, apples and lemons.

**Squeezable hotmelt for cosmetics labels:** *Technomelt PS 8707* has the best credentials for squeezable labels on PE or PP containers – for shampoos and shower gels, for instance – which have to remain wrinkle-free even after repeated stressing. As a film it is highly transparent and is distinguished by its high heat stability, excellent dimensional stability and outstanding die-cutability. It is also suitable for challenging industrial applications such as the labeling of hot-filled oil canisters or chemical drums (saltwater resistance to BS 5609).

**Removable & repositionable Hotmelt:** *Technomelt PS 38-030* is a new pressure sensitive hotmelt adhesive especially for removable applications on paper as well as film surfaces. It provides an ideal solution on polar containers (glass bottles, PET containers), if repositionable features are required.

**New pressure-sensitive adhesive for premium food and logistics labels:** Henkel's *Technomelt PS 8739* is an attractive multipurpose hotmelt specifically for food and packaging applications. It has excellent adhesive characteristics on nonpolar surfaces and board even at low temperatures, die-cuts well also at higher speeds and is therefore suitable for highly varied applications as in the food industry, for example.

**Innovative hot melt for reclosable applications:** With *Technomelt PS 8440* Henkel offers a classic hotmelt for the fast-growing market of wet wipe packages. It has good initial tack and is also suitable for highly transparent, no-label-look applications. *Technomelt PS 8440* is distinguished by low-noise opening and outstanding reclosure performance on many substrates. It is thus a unique alternative for many tasks that have only been possible until now with solvent- or UV-based adhesives. Due to its outstanding repositionable characteristics, it may also be used for peel & reseal labels as well as other removable applications in the premium food market.

### **Special effects with UV coatings: Multilayer labels and more**

Above and beyond its range of adhesives, Henkel is also offering label printers special Miracure UV coatings that give premium labels special design effects and protection. "Mboss" effects can replace mechanical embossing – even in applications where conventional embossing is impossible. Film effect coatings represent a special alternative to conventional hot and cold stamping. UV overprint coatings decorate and extend the service life of any printed label. Even for special label constructions like multilayer labels, Henkel has a solution on hand that will be presented at the drupa 2008: *Miracure 9091 V-EU*

*Miracure 9091 V-EU* is a special UV-based technology which can be processed in classic flexo printing. It is distinguished by curing without the need of costly nitrogen inertization equipment for processing. For the hotmelt coating of the facestock, Henkel has in its range two mutually adapted classic hotmelts – *Technomelt PS 8799* and *Technomelt PS 8707* – that deliver adhesive performance geared to customer needs. For label printers without hotmelt coating, *Technocure PS 4901*, a pressure-sensitive UV adhesive printable at room temperature, is available in addition. This can be employed in both flexo and screen printing for inline adhesive coating.

### **Comprehensive service for top-notch labels**

For the production of high-end labels, Henkel offers more than the just whole spectrum of advanced adhesives and coating technologies, for the premium claim also extends to product development and technical advice for customers. An important factor is not only in-house experience in the cosmetics and cleaners industry, but also continuous cooperation with leading substrate, release liner and machine/applicator manufacturers. Henkel's applications technology and technical service meet the highest quality standards, as the Company has, among other things, its own high-performance coater for classic and UV-curing hotmelts with which new developments for customers can be tested to industrial standard. Another advantage for customers is the position that Henkel occupies as an adhesives specialist and leading brand manufacturer, in both cases as a globally operating company. This explains Henkel's profound and comprehensive understanding of the needs of customers on the product side and of the requirements at all stages of label production and application.

**Visit us at the drupa in Düsseldorf from May 29 to June 11, 2008,  
Hall 14, Stand C71.**

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our approximately 58,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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**Following images are available:**



*For the fast-growing market for multilayer labels, Henkel has developed mutually adapted systems solutions.*



*They sit perfectly even on exposure to high stressing: No-label look labels with Technomelt PS 8707.*