



## Press Release

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Aquence PS 3017 RE ensures enhanced recyclability for PET bottles

### **Henkel's innovative wash-off adhesive for PET-packaging receives recyclability certificate by cyclos-HTP Institute (CHI)**

Düsseldorf – Henkel's adhesive solution Aquence PS 3017 RE has received certification by the renowned and independent cyclos-HTP Institute (CHI), confirming the recyclability of the packaging component. Designed from the outset as a sustainable solution, it is a water-based acrylic pressure sensitive adhesive designed for the olefinic filmic labels used for wash-off PET bottles. Its excellent wash-off performance allows labels to be effectively removed prior to recycling, even at lower temperatures, reducing energy consumption.

The certificate notes that when used with in combination with a polyolefinic substrate (PO) label, "the acrylate-based dispersion pressure-sensitive adhesive has no negative effects on the recycling path for transparent PET bottles". The adhesive is therefore recyclable according to the CHI standard for PET recycling.

Aquence PS 3017 RE is designed to support PET flake recycling. While conventional methods require an energy-intensive, high-temperature process to completely remove labels, the new adhesive offers excellent wash-off efficiency - even at 65°C for PE facestock. This ensures that labels can be easily removed from bottles using less energy, while increasing the purity and value of recycled PET. In addition to being a sustainable solution for olefinic labels (e.g. BOPP & PE) on wash-off PET bottles, it has excellent food contact approval and water whitening resistance, thus allowing clear labels to stay completely transparent after long time exposure under water.

"We are delighted to receive independent confirmation of how this innovative adhesive can help optimize recyclability and help to support the circular economy," explains Elodie Picard, Director Market Strategy Tapes & Labels at Henkel. "We are proud to work with our partners across the packaging and recycling value chains to help reduce packaging waste while

delivering higher quality recyclates. Indeed, this will be essential to help meet regulations that require a greater proportion of recycled material in plastic packaging. By ensuring that labels and adhesives are part of the solution, Henkel is helping to create a more sustainable future for plastic packaging.”

Henkel’s latest generation of water-based acrylics for wash-off labels has recently been successfully qualified for brands from Henkel’s Consumer Brands business unit. Carsten Bertram, Head of Packaging Sustainability - Henkel Consumer Brands, explains: “This innovative PSA solution for labels contributes to achieving high quality recycling for PET bottles. This is a key enabler for a true circular economy.”

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#### **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](http://www.henkel.com)

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

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As a sustainable solution for pressure sensitive labels, Aquence PS 3017 RE ensures enhanced recyclability for PET bottles.