



## Press release

February 11, 2020

Practical insights and theoretical knowledge on pressure sensitive adhesives

### Registration for next Henkel PSA Academy courses now open

Düsseldorf, Germany – With its PSA Academy, Henkel offers a comprehensive training course with theory and practical tuition for the industrial application of hotmelt pressure sensitive adhesives (PSA). The program is directed at the professionals from all fields and industries working with pressure sensitive adhesives, such as machine operators, process engineers, laboratory staff as well as shift leaders, product developers, and quality control staff. The eight-day in-depth training course is divided into two sessions, scheduled from October 19 through 23 and November 23 through 25, 2020. The course is held in English.

Henkel is a global leader in the adhesives market, and the only supplier offering the four main PSA technologies. Henkel aims to share its extensive know-how in this industry with its customers. The course provides training, theory and tuition for the application of most common PSA technologies such as rubber-based hotmelts, solvent-based and water-based acrylics. In addition, participants also gain insights into currently fast-evolving technologies such as UV hotmelts. The course covers adhesive basics, coating and converting procedures, troubleshooting, practical error analysis, labels, adhesive tapes, specialized products, and quality management. Further subjects of the course are the European regulatory and legislative environments.

Gerald Hacker, Manager of the PSA Academy at Henkel, explains: “For us, it is crucial that our participants are able to instantly apply the newly acquired insights and integrate the procedures in their daily work routines – in this way, they will achieve positive results right away.” The program is certified by the German Chamber of Commerce and Industry (GCCl), ensuring high training quality. A final exam concludes the courses, enabling participants to obtain a certificate as a “Technical Specialist in HM Pressure Sensitive Adhesives for Labels, Tapes and Special Applications (GCCl)”.



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In addition to the course held in English in October and November 2020, Henkel is also regularly offering this course in German. Opportunities to take part in the German course with sessions from March 16 through 20 and April 20 through 22, 2020, can still be requested. Those interested in participating can find details about registration and further information on both the English and German courses at [www.henkel-psa-academy.com](http://www.henkel-psa-academy.com).

**This information only refers to Henkel products and services in Europe. There may be discrepancies in other regions regarding, amongst other things, availability of products and offers.**

#### **About Henkel**

Henkel has a balanced and diversified global portfolio. With strong brands and leading innovations and technologies across three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – the company has market-leading positions in both consumer and industrial goods businesses. Henkel Adhesive Technologies is the global market leader in the adhesives sector, for example, and the Laundry & Home Care and Beauty Care business units also hold leading positions in many markets and categories. Established in 1876, Henkel can look back on a 140-year history of successful business performance. In the 2018 financial year, Henkel generated sales of 19.89 billion euros and net earnings of 3.49 billion euros. The group employs more than 53,000 people worldwide, forming a diverse team bound together by a strong corporate culture, a shared corporate objective and common values. Henkel's progress and performance in sustainability is confirmed by numerous international rankings and ratings. Henkel preferred shares are listed in the German stock index DAX. Further information is available at [www.henkel.com](http://www.henkel.com).

**Photos can be downloaded from the Internet at: [//www.henkel.de/presse](http://www.henkel.de/presse)**

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**The following photo material is available:**



Demonstrations of manual functional testing for daily operations are highly valuable to the participants



The evaluation of coated materials is covered in the practical training at the PSA Academy