



Press Release

February 28, 2020

Henkel introduces new Technomelt GA 3980 Ultra

New level of process efficiency in bookbinding with polymer technology-based adhesives

Düsseldorf – The digitization of production processes is also having an impact on the bookbinding industry. As cost pressures increase, bookbinders are looking for new solutions to improve their process efficiency. To do this, they need strong partners who deliver innovative solutions. As an adhesives manufacturer, Henkel has been supporting the bookbinding industry for many years with efficiency-increasing adhesive solutions. With the introduction of the new Technomelt GA 3980 Ultra, the company is adding a new chapter to its success story. The adhesive is suitable for all melting systems and can be used universally for a variety of binding applications. Together with its high thermal stability, Technomelt GA 3980 Ultra helps bookbinders to increase the quality of their products while at the same time cutting costs.

“Technomelt GA 3980 Ultra integrates seamlessly into the Henkel product family for bookbinding applications between our PUR and EVA solutions. During development, we focused particularly on increasing process efficiency while cutting costs for our customers. This is especially important given the growing cost pressure in the industry,” explains Mario Eckers, regional Sales Director Packaging Adhesives at Henkel.

Technomelt GA 3980 Ultra is based on new polymers. Henkel has extensive experience in end-of-line applications and the spine glue market when it comes to the development of thermoplastics. “In ultra-modern hot melt adhesives, we have observed a growth of over six percent in the packaging industry over the last few years. This development highlights the advantages of changing from EVA to high-performance hot melt adhesives, which are evident in other industries, too. We therefore know that, with Technomelt GA 3980 Ultra, we are creating real added value for our customers,” Eckers continues.



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Henkel puts the focus on customer needs in bookbinding

With Technomelt GA 3980 Ultra, Henkel is expanding its portfolio of high-performance hot melt adhesives for bookbinding applications. Technomelt GA 3980 Ultra also particularly highlights the product's universal suitability. This means that no new investments need to be made in machinery, since the adhesive is suitable for all hot melt systems and therefore no changeover times are needed on the equipment. The quality of the end products can also be checked immediately thanks to the adhesive's high initial strength. This quality is increased even further with excellent heat and cold resistance, improved flexibility and high adhesive strength, even on substrates that are difficult to process. Overall, the new adhesive offers not only improved end product quality but also a low application weight and high yield, delivering significant savings in terms of overall costs. The adhesive's high melting stability also leads to less carbonization, allowing better machine utilization and shorter equipment downtimes through the reduction of cleaning intervals. With the introduction of Technomelt GA 3980 Ultra, Henkel is offering its customers in the bookbinding industry a further high-performance hot melt adhesive solution to help them make their processes more efficient and therefore stand their ground in the competition. For more information please visit Henkel's new website <https://www.henkel-adhesives.com/uk/en/bookbinding-advanced-polymer.html>

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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.

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

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The following photographic material is available:



Technomelt GA 3980 Ultra is suitable for all melting systems and can be used universally for a variety of binding applications.