



## Press Release

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97 percent natural ingredients and up to 65 percent post-industrial recycled materials without any compromises in performance

### **New generation of Pritt sticks offers increased sustainability for consumers**

Düsseldorf, Germany – Henkel has relaunched its famous Pritt stick. The new generation provides consumers an even more natural and high-performing solution combined with improved sustainability. The further optimized formulation contains 97 percent natural ingredients (including water) while the stick now consists of up to 65 percent post-industrial recycled plastics. The fully recyclable products available in three different sizes are presented in a modern design and offer children and their parents a safe and strong solution for paper crafting at school or at home.

Since its invention in 1969 the Pritt stick has enabled uncountable children around the globe to turn their creativity and imagination to reality through the magic of crafting. Over the last decades, Henkel has continuously improved the quality and formulation of its iconic product always anticipating and meeting the increasing social demands for safety and sustainability. Based on constant innovations and the focus on children as the brand's core the Pritt stick today is a synonym for the glue stick category in many countries.

"The Pritt stick is one of the core products among our consumer adhesives range, and it is our continuous aspiration to strengthen and expand its leading position in the market," said Ilaria Paulon, International Brand Manager for Pritt at Henkel. "With the relaunch we want to offer our customers globally a fresh and modern crafting experience responding to the increasing demand for safe and sustainable consumer products. We are proud to present our even more natural formulation without any compromises in performance while at the same time replacing a significant amount of plastics by post-industrial recycled plastic.

### **97 percent natural ingredients**

Pritt has been unique in the market for many years thanks to its safe and strong formula based on potato starch and sugar reaching 90 percent natural ingredients. In 2020, the Henkel product development team managed to even go further by reaching a level of 97 percent natural ingredients while keeping its well-known strength and high gluing power. The Pritt glue stick continues to offer a strong initial tack, remains repositionable and provides a long-lasting adhesion to materials. In addition, the products avoid the wrinkling of paper and thus enable durable crafting results as the amount of water in the formulation is lower compared to competition.

### **Recycled and recyclable materials**

With the relaunch Henkel also significantly increases the sustainability of the Pritt stick range in-line with its [packaging targets for 2025](#). The new glue stick container is fully produced of recycled plastics – only the cap and the spinning mechanism are still made of virgin plastic to ensure the functionality and performance of the products. The new packaging concept enables the usage of up to 65 percent of post-industrial recycled materials depending on the product size. In addition, all materials are fully recyclable when the stick is empty.

The relaunched products are presented in a fresh and modern style including a new design of the famous Mr. Pritt character. The Pritt stick is available in three different sizes – 11 grams, 22 grams and 43 grams – and in different colors and character styles. The product is also solvent-free and can be washed off even at 20° C degrees.

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [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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Henkel AG & Co. KGaA



Henkel has relaunched its famous Pritt stick, which now offers improved sustainability to consumers.



The optimized formulation contains 97 percent natural ingredients (including water) without any compromises in performance.



The new generation of Pritt sticks is made of up to 65 percent post-industrial recycled materials and is fully recyclable.



The relaunched Pritt stick comes in a fresh and modern style including a new design of the famous Mr. Pritt character.