## 97% natural ingredients and up to 65% post-industrial recycled packaging materials without compromise in performance

# Pritt, the nation’s favourite glue stick, more sustainable than ever

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Consumer goods company, Henkel, has relaunched its famous Pritt stick, bringing some good news during lockdown for climate-conscious children, teachers and crafters. The new generation of Pritt sticks is even more sustainable and environmentally friendly than before; the glue is made from 97% **natural ingredients** (including water and potato starch) and the stick container consists of up to 65% post-industrial **recycled plastics** (depending on stick size). The sticks are **fully recyclable**.

Daniela Alves, Pritt Brand Manager at Henkel UK, said: “The new formula comes with the same excellent performance – Pritt is every bit as safe, durable and flexible as ever. Replacing a significant amount of plastics with post-industrial recycled plastic and ensuring the tubes are recyclable is good news for children, parents and teachers who care deeply about plastic waste.”

**97% 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% natural ingredients. Now the Henkel product development team has managed to reach 97% percent natural ingredients while keeping its well-known strength and high gluing power. Pritt glue continues to offer a strong initial tack, remains repositionable and provides a long-lasting adhesion to materials with low wrinkling of paper.

**Recycled and recyclable materials**

The relaunch is in line with Henkel’s packaging targets for 2025. The new glue stick container is fully produced using recycled plastics (up to 65% depending on the stick size). Only the cap and spinning mechanism are still made of virgin plastic to ensure functionality and performance. In addition, all materials are fully recyclable when the stick is empty.

Pritt stick is available in four different sizes – 11 grams, 22 grams, 43 grams and 90 grams – and in different colours. The product is solvent-free and can be washed off, even at 20° C degrees.

**-ends-**

**How to recycle a Pritt stick**

Recycling a Pritt stick is easy:

1. Empty it.

2. Rinse it.

3. Put the cap on.

4. Recycle it with your other plastics.

Find out more about Pritt at [www.prittworld.co.uk](http://www.prittworld.co.uk)

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**About Henkel**

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Every day, millions of customers and consumers use products from Henkel with brands such as Bloo, Jeyes, Dylon and Colour Catcher; Schwarzkopf, LIVE, Got2B and RightGuard; Pritt, Sellotape, UniBond and Loctite.

Our global team of more than 50,000 colleagues is united by a common purpose of ‘creating sustainable value’ for customers and consumers, for our teams and people, for our shareholders, and for the communities in which we operate.

Henkel reported sales of €20 billion in 2018, and an adjusted operating profit of €3.5 billion euros. Its shares are listed in the German stock index DAX.