



Press Release

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Promoting global recycling in self-adhesive label industry

Henkel Adhesive Technologies joins sustainable label consortium CELAB

Düsseldorf, Germany – Henkel Adhesive Technologies, a leading supplier of high-impact solutions in adhesives, sealants and functional coatings, has joined the global consortium toward a Circular Economy for Labels (CELAB). The consortium is dedicated to creating a more sustainable self-adhesive labeling industry. The organization brings together companies across the matrix and liner industry value chain, working together to address the wide variance in production processes and recycling capability in different markets.

With CELAB, Henkel joins other leading companies to facilitate collaboration at a global level, foster regional initiatives and find and encourage the universal adoption of industry best practices.

“In order to truly rethink packaging and create a viable circular economy, we must all work together across the entire value chain,” said Brian Lawrence, Business Development Director at Henkel. “This is why we became one of the first members of CELAB and are looking forward to working side-by-side with self-adhesive label manufacturers to align and engage our global resources.”

CELAB will work to increase education and focus on regional options to promote material recycling for all components to improve the sustainability of products.

“A globally-focused consortium to develop recycling solutions was needed,” said Paul Nathanson, a Senior Principal at Bracewell LLP and spokesperson for CELAB. “Brands are eager to communicate their commitment to sustainability in response to consumer demands to reduce their carbon footprint. With increased recycling capability gradually emerging from suppliers, producers, waste management, chemical recyclers and others, we see a

tremendous opportunity to facilitate collaboration with partners up and down our industry's value chain.”

With regional groups in Europe and North America, CELAB will address the wide variance in production processes and recycling capability in different markets. Different work streams will address matrix and release liner recycling, including analyzing technical issues, promoting recycling networks, interacting with government regulators, and educating the industry and public.

Created with consumers in mind, Henkel's packaging adhesives offer high-impact solutions to allow fast moving consumer goods companies to achieve efficient and reliable options. The products deliver label solutions which assure secure and sustainable packaging for consumers.

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.

Photo material is available at www.henkel.com/press

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One of the ways Henkel contributes to a circular economy is through solutions that facilitate the clean removal of labels from PET bottles, which makes material separation in the recycling process more efficient and produces high-quality recycle.