



Press Release

June 8, 2021

Launch of hot melt adhesive optimizes sustainability and logistics efficiency for pallet handling

New palletizing adhesive packaging format from Henkel cuts packaging and plastic waste

Düsseldorf – A new innovation from Henkel Adhesive Technologies is helping to reduce the reliance on single-use plastic wrap and packaging materials when transporting goods on pallets. Palletizing is an essential part of modern supply chains, but until now this has required large quantities of plastic films, intermediate layers and anti-slip mats to stabilize and secure stacked goods. All this changes thanks to Technomelt Supra 7220 PS Easyflow from leading adhesives manufacturer Henkel.

The new hot melt adhesive significantly cuts or fully dispenses with the need for film and pallet stretch wrap. By reducing material and waste it enables manufacturers, logistics specialists, distributors and retailers meet ever tougher sustainability goals. With Technomelt Supra 7220 PS Easyflow, Henkel supports the industry to rethink the current status quo of palletizing, as it optimizes the process by offering the use of highly efficient hot melt adhesives to replace large amounts of plastics. The solution also drives greater safety and process efficiency through Henkel's innovative Easyflow packaging.

"At Henkel we recognize that sustainability is an urgent issue for the packaging industry and for wider society," commented Stephan Hähnert, Business Development Manager Sustainability for Consumer Goods Adhesives. "With solutions like the Technomelt Supra 7220 PS Easyflow we can help our customers meet current sustainability standards and support the drive to reduce plastic waste. At the same time, we can help make production and logistics processes more efficient and cost effective. By leveraging the power of our Easyflow packaging format, this solution has also been developed as an automated, closed system that ensures safer working environments and minimizes downtime."

Henkel's new solution allows palletizing of various materials to be performed with no, or minimal plastic film and is suitable for all different kinds of filled goods. A hot melt adhesive joins the outer packages with each other via an automated process. This safely secures the pallets. Depending on the packaged product, the adhesives can be adapted to ensure the desired performance.

By reducing the amount of packaging material, it is significantly more sustainable and efficient to transport goods on pallets. As well as reducing costs for plastic films and eliminating the use of anti-slip mats and the intermediate layers required for palletization, the solution removes the additional costs and environmental impact of disposing of materials. Furthermore, the glued cardboard packages can themselves be recycled for increased sustainability through the supply chain. For retailers, the solution provides easier and faster depalletization, and fully automated depalletizing is also made possible.

Driving greater safety and efficiency with Technomelt Supra 7220 PS Easyflow

In addition to optimizing logistics the solution helps to drive new levels of safety for production line operators by eliminating manual handling of hot melt adhesive and possible exposure to high temperatures. The closed auto-feeding system, which allows for distance feeding for storage away from the production line for additional flexibility, also supports a cleaner and safer working environment. By avoiding contaminants in the system, this innovative solution reduces equipment maintenance demands. In addition, process performance and efficiency increase significantly, thanks to Henkel's innovative packaging format of the adhesive. Created for all production lines the non-sticky mini pillows can freely flow to allow the auto-feeding system from the adhesive side. This provides a steady melt-on-demand supply into the melters without interruption or temperature fluctuations that can impact performance.

More information can be found [here](#).

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 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 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.

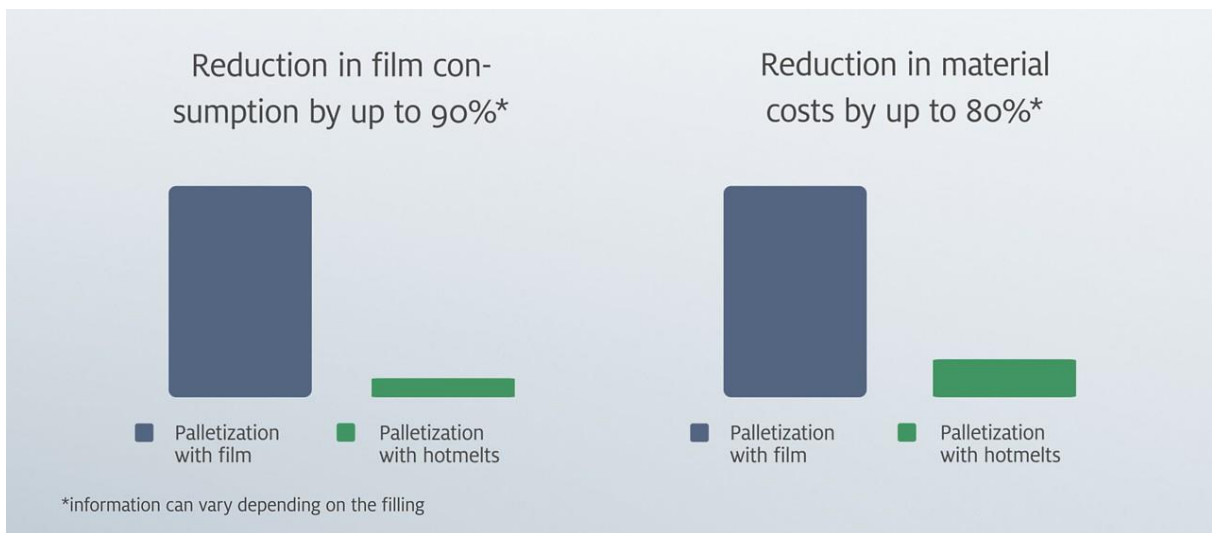
Photo material is available at www.henkel.com/press

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The following photo material is available:



By reducing the amount of packaging material, it is significantly more efficient and sustainable to transport good with pallets.



The small, non-sticky mini pillows of adhesive can freely flow to allow auto-feeding into the melters.