



Press Release

August 27, 2021

Combined adhesives, board expertise and collaboration at the earliest stage of packaging design is the key to greater sustainability

Thinking outside the box – Henkel and Metsä Board collaborate to advance sustainable packaging

Düsseldorf – Henkel Adhesive Technologies collaborates with Metsä Board to develop solutions that anticipate and fulfil increasing consumer demand for more sustainable packaging. The collaboration brings together the companies' world-class Research & Development resources and practical customer experience to enhance product development and process design. By leveraging the synergies between adhesives and board expertise at the earliest stage, Henkel and Metsä Board are supporting brand owners and retailers rethink packaging.

"At Henkel, our mission to advance sustainability is encapsulated by the motto 'Rethink Everything,'" said Marcel Hübenthal, Head of Sales Europe Consumer Goods Adhesives at Henkel. "Real and sustainable progress demands change, which is why we simply cannot continue to do things as we have in the past. We must re-evaluate everything from formulations, products and manufacturing processes to design processes, disposal solutions and materials. To achieve this, we must think outside the box and look both inward and outward. Hence, it's vital to also share knowledge and experience throughout the value chain – which makes collaboration with like-minded industry leaders like Metsä Board so important."

As part of its commitment to sustainability, Henkel aims to pioneer technologies and solutions in the adhesive, sealing and coating industries that will have a significant impact on addressing global environmental and social challenges in three focus areas: CO₂ / energy saving & dematerialization, circular economy and health & safety. Truly sustainable

packaging design can have an impact on all three areas, and adhesive technologies play a decisive role.

“As an adhesive manufacturer, being involved in the ideation process of new packaging from day one is key to developing its full potential with regards to sustainability,” said Marcel Hübenthal. “The individual materials must form a unit with the adhesive so that the packaging can do exactly what it is supposed to. This is why a collaboration with Metsä is so valuable, because the board and adhesive are equally important to form the packaging itself. By working together, we can provide our - often shared - customers with highly effective and dependable solutions,” adds Jean-Baptiste Milleret, Head of Technical Customer Service EIMEA Consumer Goods Adhesives.

Every day, Metsä Board produces thousands of tons of premium paperboard that is used in the manufacture of millions of packages. Of this volume, 70-80% will have an adhesive applied during the converting or filling process. Hence, Olli Suontausta, Director Product Development and Projects at Metsä Board explains: “For both existing paperboards and new grades under development, cooperation with adhesive suppliers is absolutely critical to ensure the high performance of packages made with our products.”

Through the collaboration, both companies have benefited from an ongoing relationship of knowledge exchange. While Metsä Board has provided Henkel’s teams with training on topics such as board properties, fibre and sustainability, its own personnel have benefitted from Henkel’s adhesives expertise, including specific know-how on how different types of adhesives perform in different temperatures and on different substrates.

“This collaboration has enhanced our internal competencies regarding adhesive properties and performance,” concludes Olli Suontausta. “This means we are better equipped to address customers’ immediate needs and help them solve challenges. From the point of view of new packaging innovations, we can profit from each other’s world-class R&D and testing capabilities to develop even better solutions in the future.”

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 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

Contact Daniela Tonn
Email daniela.tonn@henkel.com

Vincent Zimmermann
henkel.adhesive-technologies@emanatepr.com

Henkel AG & Co. KGaA

The following photo material is available:



Henkel's Technomelt adhesives range for end of line packaging applications ensures a secure, high-quality bond. The products show a broad application window to cover a large range of technical requirements including as well hot melt adhesives for challenging requirements like superior adhesion to coated surfaces, hot filling or palletizing.



Every day, Metsä Board produces thousands of tons of premium paperboard that is used in the manufacture of millions of packages. To ensure highest and uniform quality close collaboration with adhesive suppliers is essential. (image: Metsä Board)