

## **Press Release**

2013/04/29

Henkel in Brussels to present range of adhesives for food-safe packaging

### **Henkel to take part in ECR Europe Conference**

**Henkel's appearance at the ECR (Efficient Consumer Response) Europe Conference & Marketplace, a consumer goods sector event scheduled for May 14 and 15 in Brussels, will focus on food safety in packaging applications.**

Manufacturers and retailers of consumer goods are set to gather in the Belgian capital for discussions on the future trends in the consumer goods industry, including issues relating to safety and sustainability in packaging. Experts from Henkel's Adhesive Technologies business sector will be available at Marketplace Stand 7 to present the company's latest adhesive developments for packaging.

These include the packaging hotmelt Technomelt Supra 1000, offering improved applicability and reduced consumption, and also the Adhesin Low Migration range of waterbased packaging adhesives which Henkel has managed to formulate without plasticizer while also minimizing the content of other ingredients presenting a possible migration risk.

Henkel, the world's largest manufacturer of adhesives, is focusing this year on food safety in particular, with the emphasis on promoting an exchange of views and best practice, and expanding collaboration with all its partners along the value chain. Henkel is unique among adhesives manufacturer in having established huge in-house expertise with a centralized analytics, toxicology and product development capability and the backing of a team of specialists to deal with regulatory issues.

**Technomelt and Adhesin are registered trademarks of the Henkel Group with proprietary protection in Germany and other countries.**

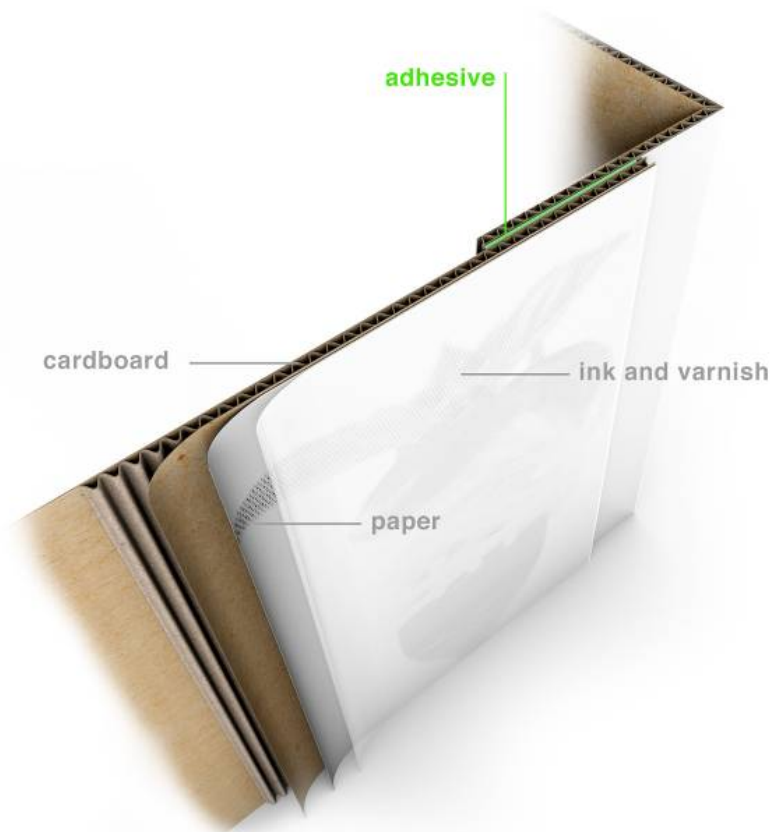
Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions in both the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

**Photo material available for downloading at <http://www.henkel.com/press>.**

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**The following images are available for publication:**



When considering the issue of low migration, the packaging and food industries tend to focus on cardboard, paper, printing inks and varnishes. The adhesives used in foodstuff packaging thus often remain the “forgotten layer.” With Adhesin Low Migration (LM), Henkel will – for the first time – be

presenting a complete range of plasticizer-free adhesives for food packaging that satisfies all current European legislation governing food safety.



Thanks to a combination of exceptionally high bonding strength, outstanding flow behavior and low density, Technomelt Supra 1000 offers the considerable benefits of a significant reduction in adhesive consumption.