



Press Release

April 27, 2022

As a pioneer in solutions for efficient, sustainable tissue manufacturing, Henkel supports key event for the global tissue industry and showcases its latest innovations

Henkel partners with iT's Tissue 2022

Düsseldorf – Softer, stronger, more absorbent, more luxurious feeling: The pursuit of better tissue products has been driven by familiar goals. Yet, in 2022, the concept of 'better' in the world of tissues is increasingly being also defined by a demand for greater sustainability. This has proved an exciting catalyst for innovation and for the exploration of new technologies and processes. Hence, the return of iT's Tissue this year as a face-to-face event has never been more timely or relevant.

As a Main Partner for iT's Tissue 2022, Henkel is proud to support this essential convergence of technology, innovation, and insight into emerging consumer trends. One of the world's leading events for the global tissue industry, iT's Tissue 2022, is presented by the Tissue Italy Network and held from June 6-10 in Lucca, Italy. Henkel will be participating at the booths of several of its customers and partners showcasing new products in its Aquence adhesive and additives solution range.

"We are delighted be partnering with the Tissue Italy Network as a Main Partner for iT's Tissue 2022," said Eilyn Meneses Villabona, Market Strategy Manager EIMEA for Tissue & Towel at Henkel. "During the pandemic, this event has demonstrated the resilience and adaptability of this sector by moving to a virtual format. However, it is especially good to again come together in person at this exceptional forum, as we direct this energy to embrace the challenges and opportunities of sustainable and efficient production."

"Thanks to support from partners like Henkel, iT's Tissue provides our industry with a single place to access leading edge tissue technology, world-class networking and be part of defining a vision of the future," said Stefano Bortoletto, iT's Tissue Network Manager. "Henkel's shared values and standards of excellence bring invaluable expertise and technical insight to this unique event."

iT's Tissue 2022 will provide manufacturers with an opportunity to meet Henkel experts and learn more about its dedicated solutions for tissue and towel production. This includes its comprehensive range of Aquence water-based adhesives and additives. Specifically designed for applications in this field, Aquence adhesives are ideally suited for lamination and tissue pick-up applications. Furthermore, Aquence additives are dedicated to enhancing the properties of the paper in different directions such as softness or cleaning.

A new sustainability-grade adhesive

At iT's Tissue, Henkel will be launching a new product in its Aquence ECO range, which includes Aquence LAM E9500 ECO. The product for lamination represents a new level of sustainability-focused grade for the tissue and towel market. It is made with bio-based and fossil-free raw materials and helps to provide customers with a natural and sustainable solution. As a preservative and plasticizer free adhesive, the new product also helps to ensure a safer working environment for manufacturers.

Increasing operational efficiency

Henkel will also present Aquence LAM E6000, a versatile lamination adhesive that enables more efficient operations. It offers excellent adhesion that is ideal for multiple ply products and difficult tissue qualities, with outstanding flexibility, being suitable for challenging conditions and different line speeds. Aquence LAM E6000 is dilutable to very high ratios.

Enhancing the consumer experience with AQUENCE XTRA softeners

"In addition to making product manufacture more sustainable and efficient, iT's Tissue is also the ideal forum to discover game-changing new technologies that enhance the products themselves to provide a superior customer experience," explains Francesca Lucca, Head of Key Account Management EIMEA for Tissue & Towel at Henkel. "Our recently-launched Aquence XTRA softener range are one such breakthrough, empowering manufacturers to differentiate their products and add value to the consumer. We are looking forward to providing our customers and partners with a closer look at this sophisticated solution."

Aquence softeners act directly on fibers to provide a highly effective and sustainable way to tailor tissue to best meet specific needs. Available in three dedicated formulations, Henkel's new ready-to-use softener formulas can ensure the soft, smooth, and voluminous quality required for toilet paper, the silky smoothness that is ideal for cosmetic tissues, or these same qualities for food-contact applications. Aquence softeners provide manufacturers with a proven route to differentiate their products over uncoated tissue paper.

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 2021, Henkel reported sales of more than 20 billion euros. The company employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, 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

Press Contact Vincent Zimmermann
Email Henkel.adhesive-technologies@emanatepr.com

Henkel AG & Co. KGaA

The following photo material is available:



Aquence ECO, Henkel's first sustainability-focused range for the tissue and towel market. It is made with bio-based and fossil-free raw materials and helps to provide customers with a natural solution.



Henkel's Aquence LAM E6000, a versatile lamination adhesive offers excellent adhesion that is ideal for multiple ply products and difficult tissue qualities, with outstanding flexibility, being suitable for challenging conditions and different line speeds.



Aquence XTRA softeners act directly on fibers to provide a highly effective way to tailor tissue to best meet specific customer needs on soft, smooth and silky tissue products.