



## Press Release

February 15, 2023

Henkel "GREEN PANEL" online seminar presents four innovative companies pioneering the development of sustainable furniture elements

### **Henkel online seminar presents options for the future of sustainable furniture**

Düsseldorf – As the world seeks solutions to environmental challenges, the furniture industry must meet changing consumer expectations and increasingly ambitious regulatory demands. The products of today and tomorrow must not only delight aesthetically but also provide consumers with sustainable and environmentally friendly choices. Consequently, the concept of sustainable furniture elements has become an increasingly urgent topic.

Henkel is proud to host a special online seminar to showcase four pioneering companies that are taking on the sustainability challenge to facilitate sharing of best practices along the value chain. Held on February 23 at 11.00am - 12.00pm CET the free online seminar looks at potential solutions and the exciting opportunities available within the furniture industry. Later this year, Henkel will also be offering these solutions when participating in the LIGNA 2023 exhibition in Hanover (Germany).

Henkel is one of the world's leading providers of qualified and customized adhesives and advanced system solutions for the woodworking and furniture industry. It offers first-class products, a high level of expertise in process optimization as well as complete solutions that provide the foundation for successful cooperation with its customers. Moritz Ultsch, Head of Market Strategy for Furniture & Building Components at Henkel, explains why sustainability is increasingly at the heart of these relationships:

"As a company, Henkel is committed to taking a lead on sustainability and this includes supporting our customers and partners in succeeding through solutions that enable sustainable developments. To meet the scope of the sustainability challenge, we believe that the furniture sector must come together to share best practices, embrace innovation and drive

collaboration across the value chain to accelerate the pace of change. As a partner to the industry, we are proud to facilitate this process through initiatives such as this online seminar on improving the sustainability of furniture elements.”

### **Presenting four paths to sustainability**

The online seminar will feature four companies that have chosen different approaches to becoming more sustainable, how the diverse approaches could be combined. The companies’ and their solutions include:

- Evertree which offers a new plant-based binder solution for MDF panels. The approach ensures that the furniture is made from sustainable materials and reduces the carbon footprint of the furniture element.
- The use of decorative foils based on recycled raw materials is pushed forward by Renolit. Their solution contributes to circularity and provides a sustainable alternative to traditional materials.
- BASF supports the path towards sustainability transformation across the value chain by offering a biomass-balanced raw material for adhesives. This approach allows fossil fuels to be replaced by renewable raw materials in BASF's Production Verbund. Henkel can consequently offer an adhesive with a significantly reduced carbon footprint to their customers. This enables the production of furniture elements with a significant total reduction of fossil-based raw materials.
- At the end, all three solutions are incorporated into a final product – a 3D laminated furniture cabinet door.

“These four companies have chosen different approaches to becoming more sustainable, but their goal remains the same – to create furniture elements that are both aesthetically pleasing and eco-friendly,” concludes Moritz Ultsch. “We are excited to see the results of this exchange and hope that it will inspire others to develop joint sustainable solutions for the furniture industry.”

### **Register to participate live**

The online seminar is free to registered participants and will be available to view live on Feb 23rd at 11.00 CET. To register, please visit [Webinar registration | Microsoft Teams](#).

### **Meet Henkel and learn more about our offer for a more sustainable future at LIGNA 2023**

To learn more and meet with Henkel sustainability experts, you can also visit us at LIGNA 2023, the leading trade fair for the woodworking industry, held from May 15-19 in Hanover, Germany.

## About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market of adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of around 2.7 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with concrete targets. Henkel was founded in 1876 and today employs a diverse team of more than 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at [www.henkel.com](http://www.henkel.com).

Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)

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The following picture material is available:



Henkel's "GREEN PANEL" online seminar presents four innovative companies pioneering the development of sustainable furniture elements.