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Certified training in the adhesive lamination process
Henkel Converters’ Academy opens in Jakarta to upskill the flexible packaging workforce

Bangkok – In early June, Henkel Converters’ Academy conducted the first run of its flexible packaging training program in Asia-Pacific with 15 participants representing major converters from Thailand, Indonesia, Malaysia, Vietnam and the Philippines.

Henkel Converters’ Academy is recognized as a leading training program for flexible packaging and is endorsed by IHK Düsseldorf (Chamber of Commerce and Industry). The 3.5-day certified program benefits operators, quality control personnel, project engineers, process engineers and manufacturing supervisors in the flexible packaging industry.

To meet the growing demand for high-quality flexible laminates across industries such as food and beverage, beauty and personal care, home care, dog and cat food packaging, Henkel collaborates with key stakeholders along the packaging value chain to deliver best-in-class product performance.

In addition, with a focus on climate, circularity and safety, Henkel Adhesive Technologies integrates sustainability within its product portfolio. Driven by strong technological know-how and expertise, Henkel offers innovative solutions that facilitate recycling and enhance health and safety, thus enabling its customers to boost their contribution to sustainability.

“We are proud to offer Henkel Converters’ Academy to support our customers in the region who are looking for ways to innovate and improve the sustainability of packaging. We believe that this knowledge transfer will drive further progress in the quality, reliability, and efficiency of the flexible packaging industry,” said Alejandro Schoenhoff, Head of Packaging, Asia-Pacific, Henkel Adhesive Technologies.

Based on the proven model and modules of Henkel Converters’ Academy in Germany, the Asia-Pacific program combines technical presentations and hands-on lab experience to elevate participants’ knowledge of coating solutions, lamination technologies and practical applications.

The training was conducted by Henkel’s technical experts with decades of experience in the packaging adhesive industry. They include application engineers, colleagues from business development and market strategy, and experts in product safety and regulatory affairs.

During the training, participants gained an overview of the basic chemistry of adhesives, lamination processes, substrates, and machines, and learned about quality lamination while testing different techniques in the lab. Henkel’s application engineers proactively supported the hands-on training with their insights, bridging the gap between theoretical knowhow and practical application of the coatings on the actual machines. The participants were thrilled with the hands-on approach and the direct learning they experienced, taking coating innovation and sustainable solutions from an abstract concept to a tangible and memorable professional knowhow.

“Overall, I have learned a lot from Henkel Converters’ Academy and the experienced trainers. For example, the troubleshooting session was based on actual factory conditions, which helped us to better handle technical issues. In addition, the information exchange and challenges navigated during the hands-on sessions spurred new ideas for improvement,” said Lau Kin Hoe, a participant from Semi Convertor Industries Sdn Bhd.

Learn more about Henkel Converters’ Academy: [www.henkel-adhesives.com/id/en/spotlights/all-spotlights/events-and-webinars/henkel-converters-academy-asia-pacific.html](http://www.henkel-adhesives.com/id/en/spotlights/all-spotlights/events-and-webinars/henkel-converters-academy-asia-pacific.html).

**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 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 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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