



Press Release

December 13, 2023

Innovative e-commerce packaging made of 90 percent recycled paper

Pritt and Loctite start switching to sustainable EPIX padded mailers for online delivery

Düsseldorf – Consumers who buy Pritt and Loctite glues online will now receive their products in more sustainable packaging. The new padded mailers for these popular brands use Henkel’s innovative EPIX technology to protect the products as they travel to e-commerce customers. The packaging is made from 90 percent recycled paper, is certified as recyclable by Institut cyclos-HTP, and offers a wide range of additional benefits compared to traditional packaging.

Online shopping makes it simpler than ever to get Pritt and Loctite glues for crafting. And now, it’s also more sustainable than ever – because products bought from these brands via certain e-commerce channels will arrive at the customer’s home in padded mailers that leverage proprietary EPIX technology from Henkel. This technology extends the functionality of paper and makes it possible to reduce the use of plastic for product packaging.

The new mailers require less material than standard packaging solutions because they are specially designed to fit products offered by Pritt and Loctite for e-commerce. They also eliminate secondary packaging for these products, reducing the cardboard and plastic packaging consumption, and making the products ready to use once delivered via courier. In addition, they are quicker and easier to open, while also offering tamper-evident features. And flexibility is built in too.

Products are protected throughout their journey to the consumer as EPIX padded mailers achieve better impact resistance than standard types of packaging such as bubble mailers or other paper mailer alternatives. This means they are safe to ship without an additional overbox, which reduces handling during packing and facilitates transportation to the delivery destination.

LOCTITE TECHNOMELT BONDERITE TEROSON AQUENCE

Ceresit



“Switching to these innovative EPIX padded mailers is another important milestone in our strong commitment to sustainability in e-commerce,” says Melis Topoyan, Global E-Commerce Portfolio and Innovation Manager Henkel Consumer Adhesives. “The packaging is made from 90 percent recycled paper and is 92 percent recyclable, so consumers can simply drop the mailer into their local paper recycling system. In this way, we are supporting the transition to a circular economy – where materials stay in the economic cycle for longer and waste becomes a thing of the past.”

“These sustainable padded mailers are packed with advantages for our brands, our customers and our planet,” says Natalia Greiss, Packaging Manager, Henkel Adhesive Technologies Operations Europe. “We’re always looking for ways to cut the environmental footprint of our packaging – and these innovative mailers enable an important step forward.”

EPIX padded mailers are now protecting Pritt and Loctite e-commerce products – and protecting the environment too. By 2025, Henkel aims for all of its packaging to be designed and developed to optimize recyclability or reusability. The company is working closely with waste collection and recycling initiatives worldwide to help ensure that all packaging waste is properly disposed of and recycled. Henkel also invests in innovative solutions and technologies that support improved infrastructure and consumer information about recycling.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for 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 specific targets. Henkel was founded in 1876 and today employs a diverse team of about 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

Photo material is available at www.henkel.com/press

Contact Sebastian Hinz
Phone +49 211 797-85 94
Email sebastian.hinz@henkel.com

Henkel AG & Co. KGaA

The following photo material is available here:



E-commerce consumers now receive Pritt and Loctite products in certain online channels in EPIX padded mailers that are made from 90 percent recycled paper and are 92 percent recyclable, with several further advantages.



E-commerce consumers now receive Pritt and Loctite products in certain online channels in EPIX padded mailers that are made from 90 percent recycled paper and are 92 percent recyclable, with several further advantages.