



## Press Release

August 29, 2024

Henkel receives prestigious award in the 'Functionality and Convenience' category

### Loctite 55 wins the German Packaging Award 2024

Düsseldorf – Loctite 55 has been awarded the German Packaging Award 2024. Henkel received this prestigious award for the packaging of the 160m pack of its leading thread sealant cord in the 'Functionality and Convenience' category. The jury particularly pointed out the optimization of the conventional combination of dispenser can with separate lid by adding an attached closure: "This guarantees that the conventional separate lid can no longer be lost during use and extends the shelf life of the pipe sealing cord it contains," according to the official statement.

Loctite 55 is used by numerous professional fitters and plumbers to seal pipe threads and fittings made of metal and plastic. Since this year, the product has been available in a new sustainable packaging, which Henkel has further developed and improved on the basis of an extensive customer survey. This makes applying the thread sealant even easier and more convenient for users. In addition, the packaging for Loctite 55 160m is now made from 70 percent recycled plastic.

"We are very proud to have won the German Packaging Award with Loctite 55," explains Matthias Schäfer, Corporate Director Global Packaging Engineering at Henkel Adhesive Technologies. "In addition to the improved handling, the jury expressly praised the use of monomaterial, with which we are also making a valuable contribution to the development of a circular economy. This award is the result of the excellent cooperation between our specialist departments, which have focused intensively on the needs of the market."

An ideal choice for sealing metal and plastic threaded joints, Loctite 55 replaces hemp and PTFE tapes and proves to be an essential item for any toolbox. The product requires no curing time and results in an immediate, full pressure seal. Simply wind it onto the thread with tension and then cut the thread sealant with the integrated cutter. It is crucial that Loctite 55 does not tear, so that threaded connections can be reliably readjusted to align fittings and measuring devices

**LOCTITE TECHNOMELT BONDERITE TEROSON AQUEENCE**

**Ceresit**



without causing leaks. This gives users more flexibility during installation and saves time for cleaning and resealing.

The official award ceremony for the German Packaging Award will take place on September 24 at FACHPACK in Nuremberg. Loctite 55 160m has been available from specialist retailers in its new packaging since June. More information at: [Introducing LOCTITE 55 - Henkel Adhesives](#)

#### **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 for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 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 48,000 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](https://www.henkel.com)

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

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The new packaging for Loctite 55 (160m) improves the application of the thread sealant cord and consists of 70% recycled plastic.



Peter Cox and Mairead Brennan from Henkel's Dublin site led the development of the new Loctite 55 packaging.