



Press Release

July 31, 2025

Sustainability, recycling, and regulatory safety in focus

Henkel presents adhesive solutions for the future of the packaging industry at FACHPACK 2025

Düsseldorf – From September 23 to 25, FACHPACK will once again bring the packaging industry together in Nuremberg under the guiding theme “Transition in Packaging.” With the goal of shaping the future together, this year’s trade fair will again focus on sustainability, circular economy, and regulatory developments. Henkel Adhesive Technologies is addressing these industry trends and will present resource-efficient adhesive solutions for end-of-line packaging and the optimization of fiber-based packaging for a circular economy at Hall 1, Booth 153.

A particular highlight in the hot melt segment will be a product innovation scheduled for market launch in September. While the chemical composition and bonding performance remain unchanged, this product – part of the existing portfolio – boasts a significantly lower carbon footprint. This contributes meaningfully to climate performance and supports corporate sustainability goals.

In addition to ambitious targets, regulatory requirements for companies are also increasing. That’s why Henkel is placing a strong emphasis on discussions around the Packaging & Packaging Waste Regulation (PPWR) at FACHPACK. Although many details of the regulation will not be finalized until 2027, there is little time left for implementation at the machinery level. Companies that wait for full legal clarity risk delays in investment and market access. Henkel supports its customers with a holistic approach – from adhesive selection to substrates and machinery technology, all the way to integration into existing processes.

The PPWR focuses on the recyclability of fiber-based packaging. To support companies in developing sustainable packaging solutions, Henkel has created the ‘Packaging Recyclab’, a modular testing environment. Here, the recycling compatibility of new packaging concepts can be tested under realistic conditions. This solid decision-making foundation enables packaging to be designed from the outset to meet future legal requirements.

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"Our goal is to actively shape the transformation of the packaging industry – with expertise, experience, and innovative strength to meet our customers' challenges," says Felicia Forster, Market Strategy Manager Packaging & Labeling EIMEA at Henkel. "It's no longer just about the right adhesive – what matters is a holistic view of packaging, processes, machinery, and sustainability."

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 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 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 47,000 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

Images available at: www.henkel.com/press

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The 'Packaging RecycLab' at the Inspiration Center Düsseldorf offers comprehensive assessments of the recyclability of fiber-based packaging materials.