



Press Release

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Technomelt EM 335 RE enables more efficient PET recycling and cleaner flakes

Let go at the right moment: Henkel's new hot melt adhesive for PET bottle labeling

Düsseldorf — Lightweight, robust, and crystal-clear: PET bottles are an indispensable part of the beverage industry. Used millions of times, they keep carbonated beverages sparkling, water fresh, and juices aromatic. A key component of their recipe for success: PET is one of the few plastics that can be recycled almost infinitely – if all components cooperate. The adhesive that holds the label to the bottle is crucial to the quality of the recycled material. Anything that doesn't dissolve during the recycling process leaves residue on the PET flakes. Henkel's new hot melt adhesive, Technomelt EM 335 RE, enables clean separation.

Against the backdrop of regulatory requirements, PET is becoming an increasingly important raw material. According to the proposed EU Packaging and Packaging Waste Regulation (PPWR), PET bottles must be designed so that they can easily be recycled. At the same time, binding specifications for the use of recycled material apply. Starting in 2025, single-use PET bottles must contain a minimum of 25 percent recycled material, increasing to 30 percent by 2030. However, the current reality lags with this potential. While over 60 percent of PET bottles are collected in Europe, the PET value chain could return over 11 billion additional bottles to the recycling cycle annually. Residues that render the material unusable often stand in the way of effective recycling.

Conventional hot melt adhesives, which are commonly used for PET bottle labeling, are difficult to remove during the recycling process. Even in the hot caustic soda bath, which is part of the standard processing procedure, only 12 to 30 percent of the adhesive typically dissolves. The result is contaminated PET flakes that impair the quality of the recycled product due to cloudiness and yellowing. These flakes are also no longer suitable for applications such as food packaging due to their reduced barrier properties.

Henkel now offers Technomelt EM 335 RE, an adhesive tailored to the needs of modern recycling processes. It is alkali-dispersible and can be removed by up to 98 percent. The adhesive residue is separated from the material stream along with the label residue. Technomelt EM 335 RE impresses not only with its recycling capabilities but also with its high performance. This hot melt adhesive is ideal for paper and plastic labels. It can reliably bond up to 40,000 bottle labels per hour and boasts a low processing temperature of 110 to 140°C. This protects equipment, saves energy, and increases operational reliability. Due to its mineral oil-free formulation and compliance with food regulations, the hot melt adhesive is suitable for even the most sensitive applications. Its practical packaging in X-tra chubs ensures easy and safe handling while avoiding packaging waste.

PETCYCLE in Germany has already approved Technomelt EM 335 RE, which opens new possibilities for a functioning circular economy. It supports bottlers and recyclers in reliably meeting new regulatory requirements. Thanks to an adhesive that only sticks for as long as needed, bottle after bottle can be recycled reliably.

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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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Technomelt EM 335 RE is free of mineral oil, removable up to 98% in the recycling process, and can be processed at low temperatures. It is also PETCYCLE approved.