



Press Release

September 11, 2025

Enabling consistent high-speed labelling performance

Henkel and Ravenwood form sustainable alliance in linerless labelling

Düsseldorf – Henkel Adhesive Technologies is proud to announce its strategic cooperation with Ravenwood Packaging, a pioneer in linerless labelling technology. This partnership, built on over two decades of innovation and trust, will be prominently featured at Label Expo 2025. Visitors can explore the alliance at Henkel's Stand 4C56 and Ravenwood's Stand 5A52.

At the heart of this cooperation is Henkel's development of exclusive hotmelt pressure-sensitive adhesives, engineered specifically for Ravenwood's linerless labelling systems. These adhesives are the result of a close technical partnership, designed to deliver exceptional coating performance, clean converting, and reliable application across a wide range of packaging environments, including logistic packaging, weight scaling and fresh food packaging.

Enabling circular packaging through innovation

Standard labels consist of four layers of material, and the liner accounts for up to 40% of the total weight. By eliminating the requirement for a liner, linerless labels reduce both layer count and weight, translating into waste and carbon footprint reduction. Henkel's adhesives are fully optimized for use with Ravenwood's Com500 Coaters and Nobac Applicators, ensuring seamless integration into the linerless ecosystem. Henkel's adhesives are a foundational component of Ravenwood's Circle of Linerless, a closed-loop ecosystem that integrates materials, machinery, and services to deliver a sustainable labelling solution.

The adhesives deliver exceptional coatability and outstanding chill performance, ensuring reliable application even under demanding conditions. With excellent release from the reverse side of the board and the ability to eliminate liners from the process, it streamlines operations while maintaining an ideal balance of adhesion and cohesion. This results in

consistent, high-speed labelling performance, particularly optimized for Ravenwood labelers. These solutions are tailored to meet the demands of high-speed production and cold chain logistics, which is critical for food and perishable goods.

By enabling Ravenwood's linerless labels to achieve Australian Packaging Covenant Organisation (APCO) recyclability accreditation and a pulp yield of over 93.75%, Henkel's adhesives play a pivotal role in advancing circular packaging. This achievement underscores Henkel's commitment to sustainability through science-based innovation.

A shared vision for sustainable packaging

"Our collaboration with Ravenwood is a testament to Henkel's dedication to driving sustainable transformation in packaging," said Philippe Daval, Global Market Strategy Manager for Specialty Tapes & Labels at Henkel. "By combining our adhesive expertise with Ravenwood's linerless technology, we are delivering a solution that reduces waste, lowers CO₂ emissions, and supports recyclability at scale."

Join Henkel and Ravenwood at Label Expo 2025 to experience how this partnership is shaping the future of packaging.

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

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

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