



Press Release

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New packaging concept for modernized look and enhanced range navigation

Pritt presents refreshed packaging design for improved consumer experience and sustainability

Düsseldorf – Henkel has relaunched the packaging of its famous Pritt stick to improve the consumer experience at the point of sale and at home across Europe. The new cardboard blisters now present a refreshing and modern design with new digital learning and crafting content on the [prittworld](https://prittworld.com) accessible via QR-Codes. The improved packaging concept aims to simplify the range navigation and to further enhance sustainability.

Since their invention in 1969, Pritt glue sticks have enabled countless children around the world to express their creativity and improve their motoric skills by crafting. Today's generation of Pritt sticks feature 97 percent natural ingredients (including water) and up to 65 percent recycled plastic in the stick, without any restrictions in performance. It offers a strong initial tack, easy repositioning, and the best crafting results across the category.

Already in 2022, Henkel introduced plastic-free cardboard blister packaging for its Pritt portfolio to underline its ambitious packaging targets and to further enhance the recyclability of products towards a circular economy – as first manufacturer globally in the category of consumer adhesives.

With the recent relaunch the company aims to further improve and streamline this sustainable packaging concept to strengthen the trust and the experience of consumers. The new cardboard blisters present a new window at the front of the pack allowing consumers to see and touch the products. In addition, the new packaging includes real size pack shots, prominent color coding, and a navigation bubble to simplify the range navigation and decision-making for consumers. The new packs are made of FSC-certified materials, and the back-of-pack printing comes in black and white to further reduce the environmental impact.

“For more than 50 years Pritt is recognized as a pioneer for sustainable innovation with a strong focus on the needs and expectations of children and their parents as the brand’s core,” said Baptiste Chieze, Director Marketing, Digital & E-Commerce für consumer adhesives at Henkel Adhesive Technologies. “With the new packaging concept, we aim to further strengthen the Pritt positioning in the world of the 21st century by constantly improving the consumer experience. This is based on three main pillars – a refreshed and modern look, touch and feel at the point of sale and at home, new digital contents tailored for the main target groups and continuous sustainability improvements for reducing the environmental impact of the products.”

The new Pritt packaging will be available across Europe beginning of 2026. Later in the year, consumers can already stay tuned for Pritt’s annual ‘Back-to-School’ campaign which will demonstrate the new level of consumer experience under the theme of ‘Magical World’ starting in spring.

For more information, please visit [Welcome to Pritt World](#).

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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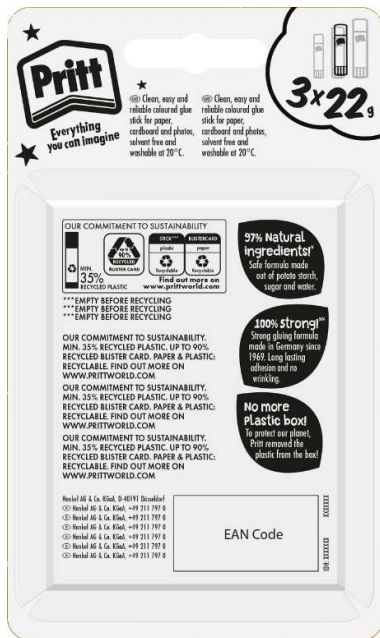
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