



Press Release

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A success story of efficiency and sustainability

The adhesive that drives innovation: Henkel celebrates 25 years of Technomelt Supra

Düsseldorf – For 25 years, Henkel Adhesive Technologies' Technomelt Supra product range has stood for high-performance hot melt adhesives. With outstanding thermal stability and strong adhesion – even on challenging substrates – it laid the foundation in 2001 for a success story that today sets global benchmarks in performance, efficiency, and sustainability.

"Technomelt Supra was not only a milestone in hot melt technology but also in our 150-year company history," says Marcel Hübenthal, Global Director Technology Hotmelts at Henkel. "This innovation is both proof and driver of the continuous advancement of our packaging solutions."

The original goal: to replace hot melts based on ethylene-vinyl acetate copolymer (EVA), which often led to quality and efficiency losses due to limited temperature and aging resistance. With Technomelt Supra, Henkel set a new standard: a polyolefin-based adhesive that delivers significantly higher processing reliability while reducing consumption rates – marking the beginning of an entire generation of modern hot melts.

Technological advantages for the packaging industry

Technomelt Supra is far more thermally stable than conventional adhesives, protecting application equipment and nozzles. It is also virtually colorless and odorless, making it ideal for food packaging. Thanks to its broad application range, manufacturers have been able to bond diverse substrates and packaging types with a single adhesive technology since its introduction – a major simplification in production. In addition, its highly efficient formulation reduces consumption by up to 30%, resulting in cost savings.

Continuous innovation to meet new demands

Over the years, Henkel has continuously evolved the product line to meet changing requirements. One example is Technomelt Supra COOL, which lowers energy consumption thanks to significantly reduced application temperatures.

Another milestone toward sustainability was achieved in 2021 with the launch of Technomelt Supra ECO. This hot melt family, based on bio-based raw materials, improves the CO₂ footprint without compromising performance. It is the first hot melt solution to enable a negative cradle-to-gate CO₂ balance – a breakthrough that has won multiple awards. Technomelt Supra ECO first received Henkel's internal Fritz Henkel Award for Innovation and, a year later, the Packaging Europe Sustainability Award in the "Climate" category.

For high-speed applications, such as those common in the pharmaceutical industry, the Supra range also offers a tailored solution with the high-performance hot melt Technomelt Supra PRO.

These advancements reflect ecological responsibility and top-tier performance—now on a global scale. "With Technomelt Supra, we are making a significant contribution to transforming the packaging industry and providing our customers with solutions that combine efficiency and sustainability," adds Marcel Hübenthal.

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 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

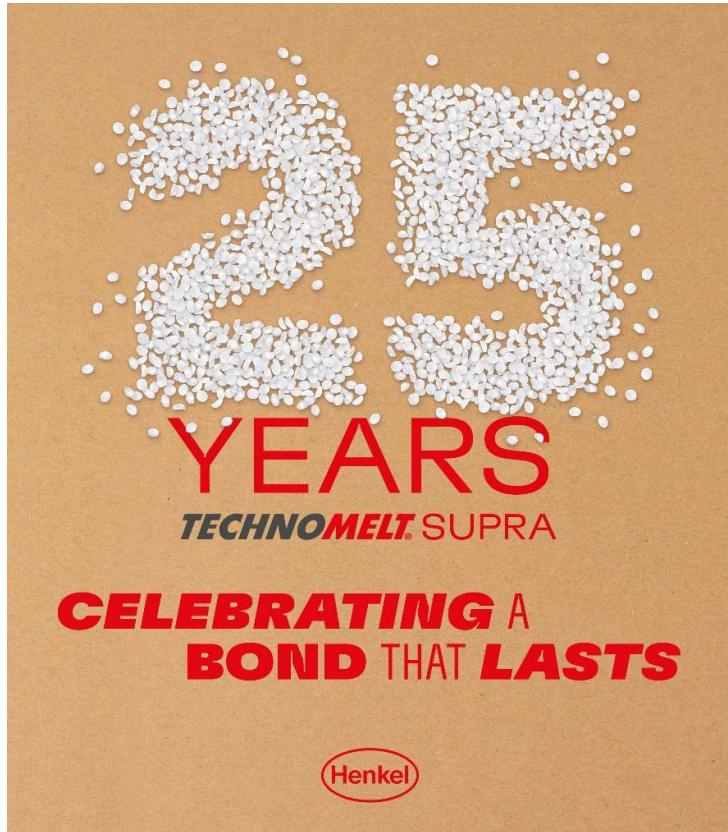
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