



Press Release

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High initial adhesion strength and holding power of Technomelt PUR 9015 BV/WV offer glass bonding efficiency, unique properties allow manufacturing reworkability

PUR Hot Melt solution from Henkel simplifies appliance assembly and enables waste-reducing in-process debonding

Düsseldorf – Adhesives innovator Henkel has added a new formulation to its award-winning line of Technomelt solutions. Technomelt PUR 9015 BV/WV is a polyurethane hotmelt adhesive that delivers high initial bond strength for glass and large panel appliance applications where products require immediate post-assembly stability and long-term structural durability. With excellent adhesion across multiple substrates, in addition to its high thermal resistance and compatibility with automated processes, Technomelt PUR 9015 BV/WV offers manufacturers a flexible production solution for high-reliability, cost-efficient assembly.

Many home appliance applications, such as refrigerators, washing machines, and air conditioners, often require relocation of large glass panel components within the plant before adhesives set, and the movement can cause misalignment and defects. Temporary positioning methods like tapes have traditionally been used to address this issue by holding components in place during adhesive cure, but these approaches require additional time, labor, and material costs. Technomelt PUR 9015 BV/WV eliminates this costly and time-consuming extra step, providing high initial adhesion that enables product movement within minutes. Furthermore, even though the adhesion strength is excellent, if component defects are found during manufacturing, Technomelt PUR 9015 BV/WV can be heat-softened and debonded for up to two hours after application, preserving high-value components for reassembly and minimizing waste.

“Today’s high-end appliances are increasingly integrating glass and sophisticated ink-coated glass panels, as designs trend toward smart, sleek appliances,” explains Leandro Pedro, Henkel Global Market Strategy Manager. “Enabling quick relocation of parts after glass panel

assembly, in addition to having a reworkability option for high-value components, is a game-changer for appliance manufacturers. Unnecessary steps are eliminated and costs are reduced.”

The unique properties of Technomelt PUR 9015 BV/WV include high initial glass bonding strength to diverse substrates, including ABS, PCM, and aluminum; adhesive creep resistance at 40° C under vertical loading; open time of between 2.5 and 8 minutes (formulation specific) 23° C; and high thermal resistance. Automation-friendly, the PUR adhesive’s low viscosity is optimized for manual or automatic dispensing, further enhancing throughput and manufacturing efficiency.

Pedro adds that Technomelt PUR 9015 BV/WV aligns with Henkel’s sustainability commitment. “This adhesive reliably bonds glass panels without additional positioning materials, enables rework by allowing debonding, saves production time, and minimizes waste,” he says. “Early adopters of Technomelt PUR 9015 BV/WV have seen significant cost and scrap reductions.”

Though its initial success has centered on the home appliance industry, Technomelt 9015 BV/WV can support any industrial manufacturing scenario where fast parts relocation and reworkability are important. To learn more, visit [Technomelt® PUR 9015 | Henkel Adhesives](#).

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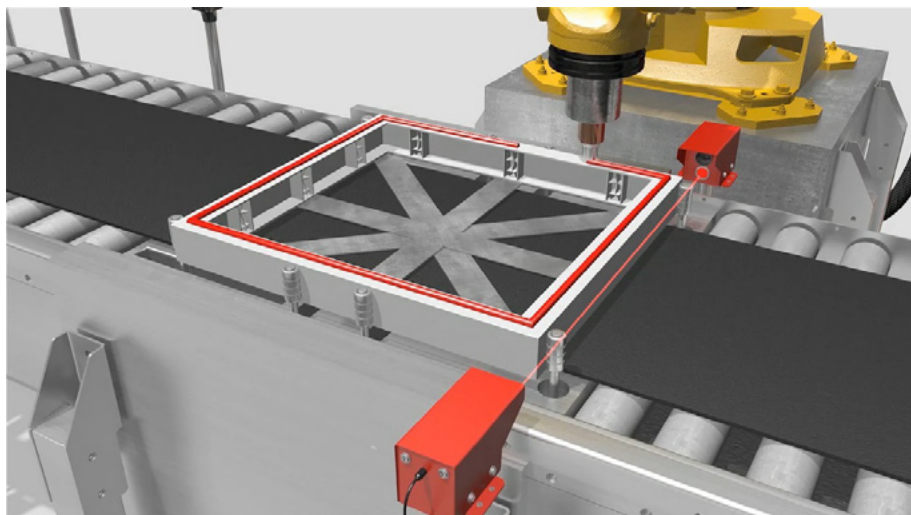
About Henkel

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 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 2025, Henkel reported sales of about 20.5 billion euros and adjusted operating profit of around 3.0 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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TECHNOMELT® 9015 BV/WV has excellent initial bond strength, ease of application and provides reliable performance across a wide range of production environment temperatures.



Market demand for modern and smart appliance designs, particularly models with glass panels, is increasing, placing new performance requirements on adhesive technologies.