

Press Release

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Henkel to participate at three major international tissue industry events

Focus on Aquence FiberPlus product range

As one of the leading adhesive suppliers to the tissue industry, Henkel will be present at major industry fairs and conferences in September and October. At the TISSUEWORLD International Tissue Conference in Istanbul, Turkey, on September 25 and 26, Henkel will present a paper and at the MIAC 2014 International Tissue Exhibition in Lucca, Italy, from October 15 to 17 as well as at the PAP-FOR International Tissue Fair in St. Petersburg, Russia, from October 28 to 31 Henkel will be present.

In the paper presented at the TISSUEWORLD Conference Henkel will be discussing tissue market requirements and trends, their effects on manufacturing and process dynamics in the actual tissue production and the need for continuous improvement and differentiation. In addition, the paper will propose the use of a wide range of additives to improve both the production processes and the finished product quality itself and introduce a “case-study” to illustrate these issues and potential benefits.

"There is an industry demand for constant improvement and differentiation by all players in the market" says Ron McKinley, Business Director Nonwovens EMEA, Tissue & Hygiene Business at Henkel, "and we wish to present innovative solutions for developing sustainable partnerships with tissue manufacturers and machine producers. We are delighted to be presenting a paper at this prestigious event for any tissue manufacturers wishing to improve, innovate or reposition their end-products in this very consumer-focused industry. In a competitive market the need to get new products to market faster to follow fast-moving consumer trends is even more important and we at Henkel can certainly help to accelerate that process."

Visitors can find Henkel at TISSUEWORLD and discuss with the company's specialists how their full range of tissue adhesives may assist tissue manufacturers' businesses.

MIAC 2014 International Tissue Exhibition

At the MIAC 2014 International Tissue Exhibition, Henkel will be showcasing its full range of adhesives for all applications in the tissue converting process and, in particular, it will be highlighting its innovative Aquence FiberPlus product range of additive products for cellulose fiber treatment systems.

This FiberPlus product line is Henkel's response to the market requests for additives that can be applied during the converting process, consequently moving the decision making on final tissue properties from the paper mill to the converting line and selectively improving the quality of the standard paper in use.

PAP-FOR International Tissue Fair

“We have a comprehensive portfolio of tissue converting adhesives, including Aquence FiberPlus which is constantly expanding, not only with market products but very often with tailor-made solutions for customers. We are very happy to engage with any customers wishing to improve, innovate or reposition their end-products in this very consumer-focused industry,” says Ron McKinley.

Visitors can find Henkel at stand number 35 at MIAC and discuss with the company's specialists how it works and the benefits of the full range of tissue adhesives, including Aquence FiberPlus, and how these may assist customers' businesses.

At the PAP-FOR International Tissue Fair Henkel will be also showcasing its range of adhesives for the tissue converting process with a focus on the Aquence FiberPlus product range. Visitors can find Henkel at stand number 35 at PAP-FOR.

Aquence is registered trademark of Henkel and/or its affiliates in Germany and elsewhere.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

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The following material is available:



Henkel will showcase innovative solutions for developing sustainable partnerships with tissue manufacturers.