# Press Release

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Aquence HS 2819 RE from Henkel optimizes paper-based e-commerce packaging

## Right-Sized Paper Mailers: Heat-seal coating enables tailored paper envelopes

Düsseldorf – Paper-based mailing envelopes are gaining popularity in e-commerce as a lightweight, flexible, and durable packaging solution. Made from high-strength kraft paper, they offer excellent protection while helping to reduce packaging weight and material use. Heat-sealable coatings are a key factor in this development. Applied to the substrate by the packaging manufacturer, they enable e-commerce companies to produce mailing envelopes directly from rolls in automated processes. The paper is cut precisely to the size of the product and then securely sealed using heat. Henkel Adhesive Technologies has developed Aquence HS 2819 RE for this application. The coating enables a reliable seal on paper, is recycling-compatible and designed to meet the requirements of modern e-commerce processes.

Pre-formed cardboard boxes and envelopes have traditionally been the dominant packaging formats in e-commerce. However, the packaging landscape is evolving, with companies increasingly focusing on right-sizing solutions, especially in automated fulfillment processes. Rather than selecting from predefined sizes, packaging is now tailored precisely to each shipment. Paper mailers made from heat-sealable roll stock support this approach. They adapt to the product's shape, reduce empty space and material consumption, and increase the efficiency of logistics processes. Paper-based mailing envelopes are gaining particular importance in the fashion industry, which accounts for more than half of the global demand for flexible e-commerce packaging. However, they are also used for shipping electronic products and toys and many other product categories.

From a regulatory perspective, there are strong arguments in favor of paper as well. Thanks to their structural design, paper mailers are well-suited to comply with the PPWR requirements for recyclability and minimal empty space in packaging, which will take effect in 2030. In addition, paper is one of the most frequently recycled packaging material in Europe, making it an attractive starting point for sustainable e-commerce shipping solutions.

## Aquence HS 2819 RE in action

The water-based heat-seal coating Aquence HS 2819 RE consists solely of ingredients classified as harmless and is free of mineral oils and CMR substances. Under specified conditions, it meets the requirements of FDA and EU regulations as well as the BfR's recommendations for food packaging. Accredited testing institutes have confirmed its recyclability.

"Sustainability and performance are not mutually exclusive in packaging technology; they are interdependent," says Dr. Arianna Savini, Market Strategy Manager Europe Paper Packaging at Henkel. "With Aquence HS 2819 RE, paper mailers can be optimized to meet the demands of modern e-commerce. This enables automated right-sizing processes without compromising recyclability or functionality. The coating runs stably on flexographic and rotogravure printing presses, even at high speeds. As a platform technology, it is also suitable for other paper-based applications, such as food packaging, industrial bags, and hygiene products."

## New White Paper on Right-Sized Paper Mailers

Henkel's new white paper, "Beyond the Box: Unlocking Right-Sized Paper Mailers in E-Commerce," illustrates how automated packaging systems and paper-based shipping envelopes can work together to enhance efficiency and sustainability in e-commerce. It highlights the role of heat-seal coatings in the production of right-sized shipping packaging, as well as the requirements of future regulatory frameworks. The complete white paper can be accessed and downloaded via https://next.henkel-adhesives.com/us/en/white-papers/still-shipping-air-in-your-boxes.html.

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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 50,000 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

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