

Technomelt EM 132-22

## **Trouble-free PET labeling also on high speed labeling machines**

**Henkel has extended its Technomelt EM range and presents the Technomelt EM 132-22. The PSA range (Pressure Sensitive Adhesives) offers high-performance adhesives for PET and can labeling.**

Technomelt EM 132-22 is a rubber-based labeling hotmelt, which is characterized by a low viscosity and a low application temperature. The hotmelt adhesive already shows very good bonding strength at an application temperature of only 120 degree Celsius. This is 15 degrees Celsius lower than conventional hotmelts used for this application. The low application temperature results in significant energy savings and a reduced risk of cracking of the adhesive. The benefits are that the machine has to be cleaned and maintained less often and the production efficiency is improved. Furthermore the stress on the processed material, like the label, can be reduced significantly due to the lower temperature.

Despite the lower viscosity, the EM 132-22 offers the same adhesion as its precursor, the EM 362. The low viscosity in combination with the very strong bond of the Technomelt EM 132-22 leads to considerable adhesive consumption reductions. Also for high speed labeling machines, the low-viscosity hotmelt guarantees a precise adhesive application with spray system, without stringing.

### **A Case Study**

A beverage bottler in Italy invested in new labeling machines for PET labeling. However retailers and consumers complained about bottles where the edge of labels came off. Thereupon the previous adhesive was replaced by Henkel's Technomelt EM 132-22. The labels overcome the cold test over 48 hours at minus 5 degree Celsius as well as the heat test over 48 hours at plus 55 degree Celsius. Technomelt EM 132-22 convinces the customer with its higher adhesion in the „Hot Tack“, as well



as with its more durable overlap bonding. This successful result is achieved with a lower and more energy efficient application temperature of only 120 degree Celsius, 10-15 degree lower as with the former used adhesive. The customer benefits from a reduced energy consumption as well as from significant adhesive consumption savings around 25 percent. Furthermore the customer appreciates the easy application of the low-viscosity adhesive. Henkel satisfies the customer requirements and provides with the Technomelt EM 132-22 an adhesive free of smoke and odour.

Please contact your local sales representative for more information and assistance with product trials.

**Technomelt is a registered trademark of Henkel and 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 in both 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>**

Contact	Holger Elfes	Lisa Kretzberg
Phone	+49 211 797-99 33	+49 211 797-56 72
Email	holger.elfes@henkel.com	lisa.kretzberg@henkel.com

Henkel AG & Co. KGaA



Trouble-free PET labeling with Technomelt EM 132-22.