

Merging Economic Success and Sustainability through Partnership

Henkel and UPM Raflatac Improve Sustainability by Optimizing the Delivery Process of Liquid Hotmelt PSA

From resource acquisition to waste management, from production process complexity to logistics; when combining economic and sustainability goals, the list of challenges faced is as long as the value chain itself. Henkel has set an ambitious target: The company is determined to triple the value it creates for the footprint made by its operations, products and services by 2030 compared to 2010. This is an important milestone for Henkel: By 2050, the company wants to improve efficiency by a fivefold – the level necessary to ensure global resource sufficiency at that time. Henkel therefore aims at delivering higher value while reducing its footprint at the same time. Its overall sustainability strategy for Pressure Sensitive Adhesives (PSA) has made Henkel one of the finalists for the renowned Label Life Awards by UPM Raflatac for its suppliers. For Henkel, partnership is at the heart of the company's strategy to achieve its sustainability goals.

A perfect example for a partnership leading to positive sustainability and cost effect following the Novamelt acquisition is an initiative by both companies. In a joint effort, they replaced the delivery of solid hotmelt PSA in fiber drums with a bulk hot liquid delivery of Technomelt PSA. Henkel now supplies hotmelt PSA with oil heated road tankers to UPM Raflatac.



“By delivering hotmelt PSA in hot liquid state, we are using resources more efficiently: We’re saving packaging material and thereby also reducing waste of more than 100 drums per delivery. Additionally, keeping hotmelt PSA in a liquid state is energy saving and therefore more efficient than having to melt the solid product on site,” explains Nathalie Delava, Business Director, Pressure Sensitive Adhesives – Europe. “This is one example of how we bring our sustainability strategy for Henkel PSA to life.”

In order to introduce this new process, several challenges had to be faced along the production chain: Research and development capabilities were needed to adapt the product formulation in a manner that ensures a stable liquid hotmelt PSA product. A logistics partner was needed and found for the specialized heated road tankers; filling stations were constructed.

“This new delivery form enabled UPM Raflatac to increase its production capacity for hotmelt coating, save costs in the production process – and further improve sustainability. With its commitment to achieving its sustainability goals and its focus on mutually beneficial cooperation in this process, Henkel has highly earned its finalist position at our Label Life Awards,” explains Sami Poukka, Global Vice President Sourcing UPM Raflatac. Hot liquid hotmelt PSA delivery is an interesting option which we are ready to consider in the future at all the production sites where volumes are high enough- thereby further supporting Henkel on its road to achieving its ambitious goal of creating a higher value for the customer while at the same time reducing its footprint.

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

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 18.1 billion euros and adjusted operating profit of 2.9 billion euros in fiscal 2015. 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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