

## Press Release

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Comprehensive and mobile-friendly website for adhesive solutions

### **Henkel launches new web portal on pressure sensitive adhesives**

The market for pressure sensitive adhesives (PSA) is highly complex with countless application possibilities and numerous technologies. Providing a comprehensive overview, Henkel has now launched a global web platform bundling all relevant information on PSA.

The new website [www.pressure-sensitive-solutions.com](http://www.pressure-sensitive-solutions.com) encompasses in-depth application know-how and Henkel's PSA technology portfolio for tapes, labels, graphics, medical and drug delivery polymers. Furthermore, Henkel's technical capabilities are presented on the new web portal together with the company's unique market and application knowledge.

Henkel has a deep understanding of the PSA market as the only supplier offering the four main PSA technologies (hotmelt, solvent acrylic, UV acrylic, water-based) under its Loctite, Technomelt and Aquence brands. Being highly committed to continued innovation in PSA technologies, Henkel closely works with its customers in their product development process to support them with hands-on experience and tailored pressure sensitive solutions.

#### **Fully responsive website**

Besides its service character and user-friendliness, the brand-new website also meets current technology standards: It is set up in a responsive design, fully optimized for tablets, smartphones and PCs.

Loctite, Technomelt and Aquence are registered trademarks of Henkel and/or its affiliates in Germany and elsewhere.



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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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**The following material is available:**



Screenshot of the new website [www.pressure-sensitive-solutions.com](http://www.pressure-sensitive-solutions.com)