



## Press Release

March 14, 2019

Expanded capabilities to enhance customer experience with strengthened packaging analyses and testing.

# Henkel Adhesive Technologies Announces New North American Technical Center of Excellence for Flexible Packaging

BRIDGEWATER, NJ – Henkel Adhesive Technologies, a market leader with high-impact solutions in adhesives, sealants and coatings, is expanding its capabilities to include a new Technical Center of Excellence for Flexible Packaging Adhesives and Coating applications, in Bridgewater, New Jersey. Packaging is a center piece of food safety and expanded shelf life, and with an ever-increasing demand for innovative and sustainable packaging driven by retailers and consumers, Henkel is applying its expertise to invest in delivering innovative solutions.

Focused primarily on LOCTITE® adhesive and coatings, the new Technical Center of Excellence will include labs for evaluation, design and testing, full-scale equipment, and state-of-the-art customer training facilities to support the needs of converters and brand owners. Completion of the new facility is expected in late 2019.

“Our Technical Center of Excellence, with its expanded capabilities, will allow our team of technical service and product development experts to optimize our packaging technologies,” said Alejandro Schoenhoff, Vice President. “Being able to demonstrate the latest adhesive and coating applications in-house gives our customers an opportunity to see the benefits of a new solution before full-scale implementation. At the same time, our upgraded facilities will support improved customer engagement with training courses designed for those involved in the creation of flexible packaging materials, combining

theoretical knowledge on the adhesive lamination process with hands-on practical training.”

Created with consumers in mind, Henkel’s consumer packaging adhesives and coatings offer high-impact solutions to allow fast moving consumer goods companies to achieve efficient and reliable options. Henkel’s LOCTITE® products deliver flexible packaging solutions which comply with the FDA and global food safe packaging regulations and assure secure and sustainable packaging for consumers.

#### **About Henkel in North America**

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known industrial and consumer brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25 percent of the company’s global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com).

#### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com)

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