



## Press Release

July 15, 2019

New EPIX Technology Drives Sustainable Alternatives and Enables Increase in Curbside Recycling

### Henkel Introduces EPIX Technology

BRIDGEWATER – Henkel's Packaging and Consumer Goods Division introduces a new product technology to support sustainable packaging materials. EPIX™ technology is a portfolio of materials and chemistries that enhance paper products and offer an alternative to single-use convenience items. EPIX™ expands paper functionality and improves performance while maintaining the sustainability and recyclability of the package.

The demand for more sustainable alternatives necessitated development of technologies designed for curbside recycling programs in consumable products and packaging. From straws and cups to eCommerce packaging, EPIX™ technology enhances the paper experience. Henkel's EPIX™ technology was employed in a collaboration with eCommerce giant Amazon to develop a single-stream, curbside recyclable package.

"Henkel is proud of its shared commitment to the environment with Amazon in advancing sustainable and innovative packaging solutions – especially given the increase in purchases and deliveries associated with Prime Days," said Michel Bilodeau, Corporate Vice President, Packaging, Henkel Corporation. "At Henkel, we understand the changing market dynamics and consumers' desire for more sustainable products."

Amazon is currently deploying the EPIX™ sustainable packaging technology in selected markets. The package created with EPIX™ technology recently received the "widely recycled" classification and will soon carry the How2Recycle® nationally harmonized label. Look for the new curbside recyclable packaging and learn more at [www.henkel-adhesives.com/epix-tech](http://www.henkel-adhesives.com/epix-tech) .

Created with consumers in mind, Henkel's consumer goods and packaging business offers high-impact solutions for fast moving consumer goods companies.

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

In North America, Henkel operates and holds leading positions across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. 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).

**Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)**

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