



Press Release

EPIX[™] technology sustainable packaging recognized as a Diamond Finalist for its contribution to improved functionality in paper mailers.

Henkel Honored with Dow Packaging Innovation Award

BRIDGEWATER, NJ, September 19, 2019 – Henkel Corporation is a Diamond Finalist in the 2019 Packaging Innovation Awards by Dow for its *EPIX*[™] technology sustainable packaging solution. *EPIX* comprises a portfolio of materials and chemistries enhancing paper products and offering a paper packaging alternative for consumers. It expands paper functionality and improves performance while maintaining the sustainability and recyclability of the package.

“This year Dow received a record-breaking number of submissions for innovative, forward-thinking packaging designs from around the world,” said Diego Donoso, business president for Dow Packaging & Specialty Plastics. “I’m continually impressed by the world-class innovations that we see year after year. Congratulations to Henkel Corporation for helping drive the industry forward.”

The Packaging Innovation Awards consist of three levels – Silver, Gold and Diamond. Selection is based on excellence in technological advancement, responsible packaging and enhanced user experience. All entries are reviewed and judged by an independent panel of international judges throughout the packaging value chain.

The demand for more sustainable alternatives necessitated development of technologies that enhanced paper product functionality. As a result, Henkel embarked on a program to create functional, sustainable solutions for paper, including thermal resistance, impact resistance and barrier properties. The key technological advance involves functionalities that are easily separated from the paper during the re-pulping process, providing for the recovery and reuse of the fiber, and aligning with Henkel’s comprehensive commitment to a circular economy for



plastic and sustainable packaging. With the rise in eCommerce packaging, *EPIX* technology delivers an option for brands and consumers. Amazon is currently deploying the *EPIX* sustainable packaging technology in selected markets.

“Using padded mailers, we ship 77% less packaging material and ship 33 % less empty air to our customers,” said Justine Mahler, Sr. Manager, Customer Packaging Experience at Amazon. “We wanted to take these waste reduction properties and combine them with the curbside recyclability our boxes enjoy. This was achieved by partnering with Henkel, creating our new curbside recyclable paper padded mailer. Amazon is delighted to see Dow recognize Henkel’s achievement and will continue to support waste reduction innovations.”

The package created with *EPIX* technology received the “widely recycled” classification and carries the How2Recycle® nationally harmonized label.

“Henkel is proud of its shared commitment to advancing sustainable and innovative packaging solutions – especially given the increase in eCommerce purchases and deliveries,” said Gary Rzonca, Vice President of Paper Packaging Business, Henkel Corporation. “At Henkel, we understand the changing market dynamics and consumers’ desire for more sustainable products.”

Look for the new curbside recyclable packaging and learn more at www.henkel-adhesives.com/epix-tech.

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 LOCTITE®, TECHNOMELT® and AQUENCE® adhesives as well as Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners. 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 for more information.



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

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