



Press Release

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Up to 95% recycled post-consumer plastic to further drive sustainability

Henkel relaunches its bonding and sealing portfolio with recycled cartridges across Europe

Düsseldorf – As a global leading supplier of adhesives, sealants and functional coatings Henkel is continuously driving sustainability across markets. To further improve its plastics footprint the company has started to relaunch its bonding and sealing portfolio for consumers and craftsmen in Europe. The new packaging concept helps to significantly reduce virgin plastic by using up to 95% of recycled plastic made from post-consumer recycle (PCR).

Over the last 50 years the global production of plastics has increased by a factor of about 20. Today, the majority of consumers and customers expect sustainable solutions in product packaging across all categories. To underline its commitment for sustainable packaging Henkel has announced ambitious [packaging targets](#) for 2025, which among others include a fully recyclability and reusability as well as a total reduction of virgin plastics for its own product packages by 50%.

“Sustainability is an integral part of our strategy and the new packaging concept for our bonding and sealing portfolio is another strong proof point for executing against our ambitious packaging targets – without any compromise in the performance of our products,” explained Baptiste Chieze, Director Marketing, Digital and E-Commerce for consumer adhesives at Henkel Adhesive Technologies. “This is an important step to further reduce the use of virgin plastic and to increase the circularity of plastic waste by using PCRs. We have started the relaunch with a selected portfolio in Central Europe and France already in 2022 and we will further roll-out the new cartridges made from recycled plastics across a major part of our portfolio in other European countries step-by-step until end of 2024.”

LOCTITE TECHNOMELT BONDERITE TEROSON AQUENCE

Ceresit



With the new packaging concept for its bonding and sealing portfolio Henkel offers a sustainable alternative for consumers and craftsmen. The products marketed under well-known brands such as Pattex, Rubson, Sista, Ceresit and Unibond include a broad variety of construction adhesives and sealants. Depending on the product portfolio the new cartridges consist of minimum 80% and up to 95% recycled plastic made from PCR. Henkel has started the initiative with the relaunch of its Fix Construction Adhesives in Central Europe already in June 2022 and continuously rolls-out the new packaging concept among other product ranges across Europe step-by-step until end 2024.

Product of the year 2023 in France

The new packaging concept has already been recognized with a prestigious innovation award in France. The new recycled cartridge of the Pattex No More Nails product has received the recognition as 'Product of the Year 2023' by Poyfrance. The evaluation of this award is based on a perception study with 15,000 consumers and minimum 500 users of the product. A jury of experts validates the perception based on key criteria such as perceived innovation, attractiveness, purchase intention and use tests. Finally, the award was granted for the product effectiveness combined with a more responsible packaging and thus the highest impact on the market.

In addition to the new packaging concept, Henkel aims to drive further progress towards a circular economy. In collaboration with Chile Global Ventures, the venture capital arm of Fundación Chile, the company last year had announced an innovation call for technology solutions enabling the recycling or reusing of the millions of silicone cartridges for adhesives and sealants applications marketed around the globe annually. The company CRDC Global Limited (CRDC) has been [named as winner of the so-called 'Seal the Cycle' initiative](#). Henkel is now partnering with CRDC for the adaption of this technology with the focus on eliminating plastic waste caused by cartridges.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Photo material is available at www.henkel.com/press

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Henkel relaunches its bonding and sealing portfolio which are marketed under well-known brands such as Pattex (picture), Rubson, Sista, Ceresit and Unibond with recycled cartridges across Europe.