

## Press Release

2013/10/31

New whitepaper on the topic of “Food Packaging”

### Requirements for self adhesive labels

Food packaging safety is an issue to which Henkel – as the world’s largest adhesives manufacturer – is deeply committed. On its knowledge platform “Food Safe Packaging Portal Europe”, Henkel presents a new whitepaper about “The requirements for self adhesive labels”. In her whitepaper, Henkel expert Elodie Picard explains how the company is constantly adapting its adhesive portfolio to fulfill customer demand.

The requirements for pressure sensitive labels are constantly changing and becoming more demanding. The food and beverage markets are the largest segments for pressure sensitive adhesive labels, and the requirements can be very different depending on the end use. Elodie Picard provides a summary as well as information and insights into relevant topics. Interested people can visit [www.henkel.com/foodsafety](http://www.henkel.com/foodsafety) to register for the premium area, where the whitepapers can be found along with a comprehensive glossary and further videos covering a range of key issues on food safe packaging adhesives.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. 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:**



Henkel expert Elodie Picard.