

Press Release

2013/09/20

Henkel at Labelexpo Europe 2013

A new combined product portfolio for the pressure sensitive label industry

At this year's Labelexpo Europe 2013 from September 24 to 27 in Brussels, the industry event for the label industry, Henkel will be presenting its complete range of pressure sensitive adhesives (PSA) for manufacturing labels, tapes and self-adhesive films. With the acquisition last year of the high-performance pressure sensitive adhesives product range of the US-based specialty chemicals company Cytec Industries Inc., Henkel has further enhanced its competencies in high-performance pressure sensitive adhesives and can offer a broader product portfolio.

The newly acquired PSA technologies are broadly used in the industry to give foils and films, tapes and labels special adhesive characteristics. Particularly in the water-based category, Henkel has been able to expand its existing portfolio in Europe and now offers these products for all market segments. As an example of this synergy, Henkel is now able to offer a complete product offering – for removable, repositionable and permanent applications - using all kind of technologies like UV hot melt, solution acrylics, water-based and hotmelt PSA.

Henkel's experts can be found at booth 6J65 at the Labelexpo.

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 will be presenting its complete range of pressure sensitive adhesives (PSA) for manufacturing labels, tapes and self-adhesive films at the Labelexpo fair in Brussels.