

Common interests in safer food and reduced food wastage

## **Henkel joins the “Save Food” initiative**

**Safer food packaging is a common objective of both Henkel and the SAVE FOOD initiative. Hence Henkel – the world’s largest manufacturer of adhesives for the packaging industry – has now joined forces with the initiative, the purpose of which is to promote dialogue between business, researchers, politicians and the public at large on the subject of avoidable food wastage.**

Working closely with the UN’s Food and Agriculture Organization (FAO), the trade show and exhibition organizer Messe Düsseldorf GmbH has launched an initiative, supported by numerous companies operating in the food, packaging and logistics sectors, in support of the fight against global food losses. SAVE FOOD regularly brings together the different stakeholders involved in the food production value chain for conferences and projects and supports them in their endeavors to introduce meaningful measures. Consumer sensitization is a further concern that the initiative is addressing.

Adhesives are essential for many forms of food packaging, and the wealth of expertise in this field available from Henkel is therefore invaluable in such undertakings. The range of applications for adhesives in food packaging extends from the breakfast cereal box and deep-freeze packaging to glossy potato chip packets and foil and film pouches for perishables such as sausage and cheese. Henkel’s specialists contribute their know-how to help enable producers to ensure maximum safety in their packaging operations. And this year, Henkel launched its own “Food Safe Packaging” initiative, the aim of which is to provide decision-makers in the sector with a source of essential information on the subject.



## **More safety for customers combined with less food wastage**

“The two initiatives complement each other perfectly,” declared Harald Bartsch, the manager responsible for digital marketing and marketing communications within Europe for Henkel’s packaging adhesives. “We support our customers in the food industry with our expertise in this field, and thus also contribute to greater consumer and food protection.”

On its website at [www.henkel.com/foodsafety](http://www.henkel.com/foodsafety), Henkel offers various content related to food safety, including white papers, videos and live webinars in which adhesives experts from the company talk about the latest research and development results relating to packaging, the general requirements that food packaging needs to satisfy, and the significance of innovative adhesive solutions in this domain. Users who register will also gain access to the Premium Area, which offers further content covering a range of key issues, plus a comprehensive glossary.

**For more information, please go to [www.henkel.com/foodsafety](http://www.henkel.com/foodsafety) and [www.save-food.org](http://www.save-food.org)**

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 in both 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:**



[www.save-food.org](http://www.save-food.org)

Henkel joined forces with the SAVE FOOD initiative.