



Press Release

February 22, 2017

Comprehensive web platform for PSA solutions in six languages

Henkel expands its global web platform for pressure sensitive adhesives

The website www.pressure-sensitive-solutions.com now provides industry members with in-depth application know-how, information on Henkel's pressure sensitive adhesives (PSA) technology portfolio for tapes, labels, graphics, medical and drug delivery polymers as well as technical services in six languages.

Henkel is the only supplier offering the four main PSA technologies hotmelt, solvent acrylic, UV acrylic and water-based under its Loctite, Technomelt and Aquence brands. This grants the company a deep understanding of the PSA market. Henkel is highly committed to continued innovation in PSA technologies: The company works closely with its customers in their product development process, supporting them with hands-on experience and tailored pressure sensitive solutions.

Providing language versions for more than 100 countries

Having now launched six language versions, Henkel is providing this comprehensive information to interested parties in more than 100 countries worldwide. The website is accessible in English, German, Spanish, Portuguese, Turkish and Chinese.

Network of experts supporting customers locally

"Bonding is one of the main themes of the 21st century with adhesive solutions developed for a broad range of industries. Specialty solutions in the field of pressure sensitive adhesives are of rising importance in various application fields, ranging from labels, tapes and graphics to medical applications, including the support of drug delivery via transdermal solutions", says Richard Scholta, Global Head of the PSA business at Henkel Adhesive Technologies. "Our worldwide operations enable us to serve our customers wherever they are located and provide them with consistent



LOCTITE BONDERITE TECHNOMELT TEROSON AQUENCE Ceresit



quality. Via the website, interested industry members have the possibility to directly contact our adhesive experts and discuss specific applications or adhesive requests.”

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 2016, Henkel reported sales of 18.7 billion euros, adjusted operating profit of 3.2 billion euros. Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesive) generated more than 6 billion euros in combined sales. Henkel employs more than 50,000 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

Photo material is available at <http://www.henkel.com/press>

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The following material is available:



Screenshot of the responsive website