



## Press Release

July 13<sup>th</sup>, 2017

New Henkel PSA Academy professional training

### **Becoming a Technical Specialist in Hotmelt Pressure Sensitive Adhesives**

Düsseldorf – Together with the German Chamber of Commerce and Industry (CCI), Henkel is introducing the training courses of its newly established PSA Academy. Henkel is the only adhesives supplier offering the four main PSA technologies hotmelt, solvent acrylic, UV acrylic and water-based under its Loctite, Technomelt and Aquence brands. The leading adhesives manufacturer is committed to share its industry expertise with those interested in working and excelling in the field of pressure sensitive adhesives (PSA) coatings. The partnership with CCI assures the top quality instruction of the basic and advanced vocational training courses provided by the PSA Academy.

#### **CCI certified training courses for industry employees**

Upon successfully completing the comprehensive eight-day course and an exam at its end, participants receive the certificate “Technical Specialist in HM Pressure Sensitive Adhesives for Labels, Tapes and Special Applications (CCI)”. This certificate confirms their acquisition of sound theoretical and practical skills needed for a successful work in applying and testing PSA coatings.

The courses are directed at participants from relevant industries such as label laminate manufacturers, label printers, adhesive tape manufacturers or manufacturers of specialty products using pressure sensitive adhesives. They are relevant for industry employees like line and machine operators, process engineers and laboratory staff as well as shift leaders, product developers and quality control staff.



## **Theoretical and practical training by industry experts**

In more than 60 hours of theoretical and practical tuition, participants of this training course receive both comprehensive theoretical instructions and practical skills by working with machines in the technical center or performing tests in the laboratory. This ensures that the theoretical content is solidly linked to hands-on experience and observation of a real-life coating process.

All instructors are specialists with deep theoretical and practical expertise in pressure sensitive hotmelts, the necessary methodical approaches and have the teaching skills to effectively instruct participants.

## **Timing and application for the next training**

The first course of this program was held in March and April 2017 in German and received a highly positive feedback from the participants. They especially stressed the depth and relevance of the contents taught as well as the competence and friendliness of all speakers as well as lab technicians.

The next course will be held in English in two blocks on August 28<sup>th</sup> to September 1<sup>st</sup> and October 9<sup>th</sup> to October 11<sup>th</sup> 2017. Those interested in participating can find further information, contacts and the possibility to apply here: [www.henkel-psa-academy.com](http://www.henkel-psa-academy.com)

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## **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](http://www.henkel.com)

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

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Henkel AG & Co. KGaA

**The following material is available:**



Evaluating coated material as a part of the practical training in the PSA Academy