

Press Release

August 23, 2018

Next courses at Henkel PSA Academy available

Registration for next Henkel PSA Academy course

Düsseldorf, Germany – With its PSA Academy, Henkel offers a comprehensive training portfolio supporting professionals at tape and label producers or printers as well as manufacturers of PSA-based specialties across Europe. Following several successful training courses at the Henkel Hotmelt PSA Competence Center in Germany, registration for the next course in English in 2018 is now open. The eight-day intensive course will take place from October 8 through 12 and November 12 through 14.

As a global leader in the adhesives market, and the only supplier offering the four main PSA technologies, Henkel is committed to supporting those working in the industry through a comprehensive training portfolio. In February 2017, the PSA Academy held its initial in-depth training session at the Henkel Hotmelt PSA Competence Center in Germany – with great success. The program is certified by the German Chamber of Commerce and Industry (GCCI), ensuring high training quality. In their feedback, participants particularly stressed the high value of the practical training at the machines and the relevance of what they learned for their everyday work.

A practical and theoretical deep dive

The eight-day intensive course provides training, theory and tuition for the most common PSA technologies such as rubber-based hotmelts, solvent-based and water-based acrylics. In addition, participants also gain insights into currently fast-

evolving technologies such as UV hotmelts. Gerald Hacker, Manager of the PSA Academy at Henkel, explains: “Our goal is for participants to be able to instantly apply the newly acquired insights and procedures in their daily work routines – this way, they achieve positive results right away.”

The knowledge about present and future technologies shared during the training courses is particularly relevant for machine operators, process engineers, laboratory staff as well as shift leaders, product developers, and quality control staff. Nevertheless, past courses have included participants with a wide range of job descriptions – from machine operators to CEOs. The program is directed towards industry professionals from the fields of manufacturing and converting of label laminates, adhesive tape manufacturing, production of specialized products based on PSA utilization, manufacturing of application and converting machinery, and supplies of raw materials. The topics covered include adhesive basics, coating and converting procedures, troubleshooting, practical error analysis, labels, adhesive tapes, specialized products, quality management, and European regulatory and legislative environments. A final exam concludes the courses, enabling participants to gain the “Technical Specialist in HM Press Sensitive Adhesives for Labels, Tapes and Special Applications (GCCl)” certificate.

Expert-level conversations and practical training appreciated

The courses held so far at the PSA Academy have received very positive feedback. Participants highlighted the fruitful eye-level dialogs with the trainers and mentors with many years of practical industry experience. “The PSA Academy provides valuable insights, information and – most importantly – practical advice to meet required specifications and find quick solutions for problems if they occur. After I attended the training, I quickly realized that this knowledge is essential for all technicians who work with PSAs or UV hotmelts on a daily basis. The competence and openness of the instructors and laboratory staff paired with the well-rounded content and organization of the seminar left a lasting positive impression for me,” stated Thomas Herbert, Managing Director at Polyschaum Packtechnik und Isoliermaterial GmbH. High grades were also given for the practical training at the

machines in the technical hub of Henkel's Hotmelt Competence Center. One example of such training is typical troubleshooting at the coating machine. "Participants particularly valued the demonstration of simple and manual quality and functionality tests. These can be replicated easily in day-to-day application environments," Hacker elaborates.

Looking forward to the next PSA Academies

The training courses take place in small groups to ensure personalized mentoring. The limited number of places are open for applicants from industry on a first-come, first-served basis. The next training session in English is scheduled from October 8 through 12 and November 12 through 14. The next German training course is planned for February and April 2019. Building on the program's success and the high demand in other regions, Henkel is currently preparing an expansion of the PSA Academy to other continents.

For registration and further information, please visit www.pressure-sensitive-solutions.com/en/meta/academy.html.

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 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 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>

Contact Kerstin Hilbig
Phone +49 211 797-4858
E-mail kerstin.hilbig@henkel.com

Press office: Rashid Elshahed
+49 89 12445158
henkel.adhesive-technologies@emanatepr.com

Henkel AG & Co. KGaA

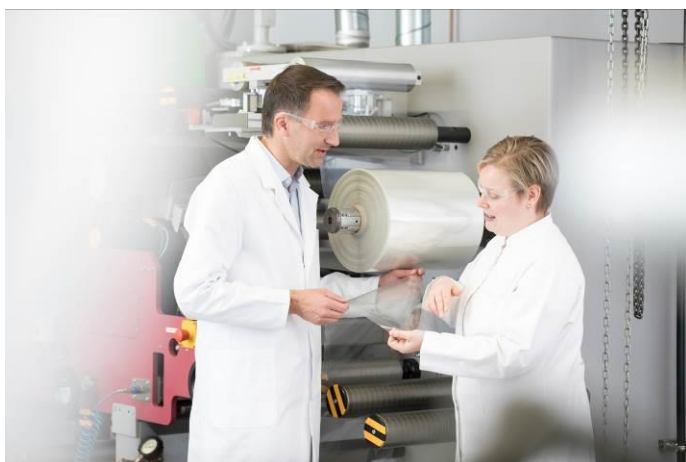
The following material is available:



Demonstration of manual functionality tests for daily use are of high value for the participants



Eye-level dialogues with trainers, who have many years of practical experience, form the core of the training course



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