



Press Release

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Sustainable packaging

Transport packaging for dish wash tab brand Somat includes 50 percent recycled plastic

Düsseldorf – Further progress in sustainable packaging does not only relate to primary product packaging, but also to transport packaging. In collaboration with its partner Papier-Mettler, one of the market-leading European manufacturers of flexible packaging, Henkel starts using the “I’m eco[®]” shrink film for its automatic dishwashing brand Somat. The film with more than 50 percent recycled material was introduced to various European markets in which shrink film is used as transport packaging – among them Russia and Italy.

Transport packaging needs to fulfill different standards: It has to be durable and of high quality, as it accompanies and protects Henkel’s products on the journey from the production facility to the retailer shelves. “The new shrink film for Somat is another step in our commitment for sustainable packaging and for a circular economy. It includes more than 50 percent recycled Polyethylene and at the same time helps ensuring a closed loop for this type of packaging,” explains Carsten Bertram, Head of International Packaging Development for Automatic Dishwashing at Henkel’s Laundry & Home Care business unit.

Closed loop for transport packaging

Papier-Mettler’s “I’m eco[®]” film is manufactured in a closed material loop – once removed at retailers, the packaging waste is collected and integrated back into the value chain: Converted into plastic granulate, it will be used for the production of new shrink wrap. This film is not only more sustainable, but also offers high quality and doesn’t influence machinability. It helps to reduce plastic waste, is 100 percent recyclable, and decreases the equivalent CO₂ emissions by more than 25 percent.

The introduction of the shrink film with more than 50 percent recycled plastic for the dish wash tabs is just the beginning: Henkel’s packaging teams are currently

evaluating the use of this transport packaging for further products and categories in both Laundry & Home Care and Beauty Care.

Contribution to Henkel's packaging strategy and targets

To promote sustainability in packaging and drive progress toward a circular economy for plastic, Henkel has set itself ambitious targets embedded in the company's [packaging strategy](#): By 2025, 100 percent of the packaging will be recyclable, reusable or compostable*. Within the same timeframe, Henkel aims to use 35 percent recycled plastic for its consumer goods products in Europe. Next to own innovations, the company is engaged in various partnerships and initiatives: For example, Henkel is founding member of the global [Alliance to End Plastic Waste](#), part of the [New Plastics Economy](#) initiative and collaborates with social enterprise [Plastic Bank](#).

Further information on Henkel's approach and targets for sustainable packaging can be found at www.henkel.com/spotlight/features/plastic.

*excluding adhesive products where residue may affect recyclability

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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 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 www.henkel.com/press

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