



Press Release

July 30, 2025

2030 is now: Meeting PPWR requirements today with the right labeling solutions

Sustainability that sticks: Henkel showcases recyclable and CO₂-reducing adhesives at Labelexpo Europe 2025

Düsseldorf – From recyclable pressure-sensitive adhesives (PSAs) to the in-house Henkel Packaging recyclab: At Labelexpo Europe 2025 in Barcelona, Henkel Adhesive Technologies will be demonstrating how companies can use advanced adhesive solutions to comply with the requirements of the EU packaging regulation PPWR and actively shape future-proof packaging design. From September 16 to 19, the company will be presenting its products at the world's largest trade fair for label and packaging printing technologies in Hall 4, Stand 4C56, with a focus on two key topics: recyclability and CO₂ reduction along the entire value chain.

Recycling starts with the adhesive: End-of-life solutions for labels

Henkel is showcasing its recyclable PSAs at the trade show, under the theme "Enabling Circularity in Labels – with Adhesives & Coatings." Developed to improve circularity in label applications, these adhesives support companies in meeting the requirements of the EU Packaging and Packaging Waste Regulation (PPWR) early on. They include wash-off PSAs for PET bottles, which can be removed without any residue even at low temperatures; among these is Aquence PS 3017 RE, which won the FINAT Sustainability Award 2024. In addition, the company is showcasing repulpable adhesives for paper labels that completely dissolve in the recycling process.

Henkel is also bringing in its expertise from the Henkel Packaging recyclab, located at the Henkel Inspiration Center Düsseldorf (ICD). The in-house test center allows packaging designs to be tested under realistic conditions and evaluated in accordance with applicable guidelines. In doing so, Henkel not only supports its partners in fulfilling regulatory requirements such as the PPWR, but also in designing packaging holistically and sustainably from the very beginning.

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Saving energy, increasing performance: Technologies for CO₂ reduction

Henkel is also showcasing high-performance solutions for CO₂ reduction: specially developed PSA adhesive solutions that are ideal for linerless label applications. As they do not require a liner, they reduce the amount of material used and increase process efficiency in label printing. In addition, UV-curable PSA adhesives stand out not only for their high energy efficiency, but also for their excellent resistance to heat, chemicals, and environmental influences. These properties make them ideal for demanding label and tape applications, such as in the medical sector or the graphics industry.

"The coming years will bring fundamental changes for the labeling and packaging industry. Companies aiming to remain competitive must address sustainability, performance and regulation as a whole and work with partners from the industry to overcome the challenges," says Philippe Daval, Head of Market Strategy Packaging Europe at Henkel Adhesive Technologies. "Our adhesive and coating technologies provide the basis for this, all the way from design for recycling to reliable implementation."

At Labelexpo Europe 2025 in Hall 4, Stand 4C56, interested visitors can discover what sustainable labeling with Henkel can look like in practice.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Photo material is available at www.henkel.com/press

Contact Tobias Laxa
Phone +49 211 797-9045
E-mail tobias.laxa@henkel.com

Nadja Normann
+49 2602 950 99-09
njn@additiv.de

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