



Press release

February 25, 2010

New Henkel Liofol[®] Laminating Adhesive Delivers Higher Speed, Productivity and Efficiency

Bridgewater, NJ — Henkel Corporation, a technology leader in adhesives and coatings for flexible packaging, announces the latest advance in solventless laminating adhesive: Liofol[®] LA7724-21 with UR6020 Hardener.

Designed for use in standard and medium performance film/film and film/foil food packaging laminations, Liofol[®] LA7724-21/UR6020 delivers a unique combination of benefits that enhance productivity in the entire lamination process:

- Exceptional line speeds – up to 2000 feet/minute;
- Low application temperature: 85°-95° F (30°-35° C);
- Easy handling;
- No misting at high line speeds;
- Fast curing, enabling laminate slitting after 4-6 hours;
- Excellent optical appearance.

“This adhesive offers higher line speeds and processing speeds for a broad range of applications,” said Guenther Hering, Henkel Vice President of Flexible Packaging, North America. “The combination of line speed and optical brilliance is the critical factor in our industry. With this adhesive, our customers will be able to achieve higher line speeds and good appearance properties at the same time. In addition, it offers a faster cure than standard systems currently in the market. The low application temperature allows more convenient handling conditions as well as energy cost savings at the same time.”

According to Guido Kollbach, Technical Director for Flexible Packaging in North America, Henkel developed Liofol[®] LA7724-21/UR6020 to help converters increase speed and efficiency. “It enables lower application temperatures, maximum web speed, fast curing and faster slitting – all while maintaining the regular safety standards for flexible food packaging,” he pointed out.

Doug Apicella, Director of Marketing, Flexible Packaging, North America, added that Liofol[®] LA7724-21/UR6020 is but the latest innovation in Henkel’s long history of solventless adhesives. “After developing the world’s first solventless system in 1975, Henkel pioneered second, third and fourth generation solventless systems,” he explained. “Now, Liofol[®] LA7724-21/UR6020 is the newest addition to our current generation of solventless adhesives that focus on speed, and we expect to announce additional new generational products at a rapid pace.”

To learn more or to apply for a free sample, go to www.Henkelna.com/liofol7724, call 1-800-4LIOFOL (800-454-6365), or e-mail Liofol.adhesives@us.henkel.com.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend."

In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

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