



Press release

August 25, 2009

**New at PRINT 09:
Henkel Launches Water-based Heatseal For Recycled PET**

Bridgewater, NJ – Henkel is introducing new Latiseal® B7707AR at PRINT 09 on September 11-16 at McCormick Place in Chicago. This unique, water-based heatseal provides perfectly bonded recycled RPET blister packages and does not crystallize over time.

Water-based Latiseal® B7707AR for recycled PET was developed and thoroughly tested by Henkel on multiple RPET stocks under strict testing conditions and has proven to outperform alternatives in the marketplace. Benefits include:

- Excellent adhesion to recycled polyester blisters
- Options for offset, flexographic and roll coat application
- Versatility enabling application off-line, if desired
- 100 percent VOC-free
- Approved for indirect food contact under FDA regulation 175.105
- Low seal temperature, resulting in reduced energy consumption
- Lower coating weights, resulting in reduced transportation costs and landfill waste
- In-line wet trappable (wet inks)
- High degree of clarity with no milking of dark inks
- High-gloss/non-blocking

Another addition to the Latiseal® water-based line is B7780AR for regular PET. This product is specially formulated for in-line applications over wet inks. Suitable for all blister packaging coating equipment, Latiseal® B7780AR eliminates two-step processes, improves production up-time, and reduces operational costs.

Henkel is a market leader in coatings for blister packaging. The Henkel line of Latiseal® visual carded packaging products covers the gamut of skin and blister packs, and Henkel's water-based heatseals positively impact quality, profitability, and the environment.

PRINT 09 attendees can learn more about Latiseal[®] heatseal at Henkel Booth 5255. In addition, additional information is available at www.henkelna.com/Liofol or by calling 800-4-LIOFOL (1-800-454-6365).

To learn more about Sustainability at Henkel, visit www.naturallyhenkel.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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