

## **BIOCHEM show case**

# **Produce a safer, lower impact adhesive without compromising performance**

## **Problem**

PET bottles have a low surface energy and traditionally required solvent based adhesives to stick successfully on a high speed filling line. This generated VOCs and made recycling very difficult (the labels are stuck on too well!)

## **Technical solution**

National Starch successfully developed and launched a range of starch based water-born adhesives for high-speed labelling of PET bottles that are compatible with existing filling lines (Cycloflex).

## **Benefits**

- Avoids organic solvents
- Easier removal of labels increasing value of PET scrap
- Faster and cheaper cleaning of the packing and labelling equipment

This is a good example of considering downstream implications and needs of your customers and the gaining of shared value for an improved product.

## **Additional information**

Henkel Cycloflex™

Website

[http://www.henkelna.com/us/content\\_data/118867\\_LT5424\\_PaperConvert\\_SS.pdf](http://www.henkelna.com/us/content_data/118867_LT5424_PaperConvert_SS.pdf)