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SUSTAINABILITY THAT STICKS: INSIDE THE CHALLENGING WORLD OF “GREEN” ADHESIVES

This presentation explores the spectrum of sustainable adhesives—from recyclable solutions like wash-off and repulpable systems to the forefront of compostable technologies. We highlight innovations in bio-based hot melts and the aim to prove their ecological benefit, while also sharing key challenges along the way: evolving regulations (PPWR, Green Claims Directive, ...), complex PCF calculations, and the difficulty of proving environmental benefits that appear downstream. Gain insight into real-world applications and learn what it truly takes to develop adhesives that stick—and stay—sustainable.