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## **PUSHING BOUNDARIES BY NEW POLYMER DESIGN - ENABLING SUSTAINABILITY**



Various adhesive technologies are available in the market, e.g., hotmelts, UV hotmelts, water based and solvent based adhesives. The designated application typically will define product type and technology. While each technology bears its advantages; anticipated regulatory, societal impact and generally external conditions might weight disadvantages, such as energy intensive processing, more important. Offering alternatives, such as UV curable hotmelt adhesives replacing solvent based adhesives, enable converters to adapt and offer more value. Henkel Adhesive Technologies is developing new generation of products in the segment of UV-crosslinkable hotmelt adhesives to push the boundaries for pressure sensitive adhesive applications, where solvent based adhesives are still prevalent.