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RECLOSE, REUSE, RELY: 100% POLYOLEFIN HOTMELTS IN SMART FOOD PACKAGING

Henkel product development team will present one of the latest innovation, a pressure-sensitive hotmelt adhesive (PSA) product, based on a 100% polyolefin composition, formulated for a reclosable, extrudable food packaging system designed specifically for blown film extrusion. The developed adhesive exhibits tailored viscoelastic properties, enabling consistent resealability and peelability under ambient conditions without compromising package integrity or food safety. The exclusive use of polyolefin materials facilitates mono-material construction, thereby enhancing recyclability and eliminating the need for complex material separation during post-consumer waste processing. By allowing food trays to be opened and reclosed multiple times, the system helps maintain food freshness, extends the usable life of the packaging, and reduces the need for single-use plastic. The proposed packaging solution aligns with circular economy principles and regulatory trends promoting sustainable materials and design-for-recycling strategies in the food packaging sector.”