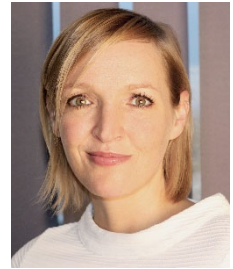


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INVISIBLE BONDS – VISIBLE IMPACT: THE ROLE OF ADHESIVES IN SUSTAINABLE TECHNOLOGIES AND MARKETS

Adhesives are the invisible enablers of modern industry. They do more than just bond materials – they connect innovation with sustainability. And often, what remains unseen can make the biggest difference.

Hotmelt adhesives, in particular, are at the center of a dynamic market evolution that goes far beyond their traditional applications. In packaging and furniture manufacturing, they offer efficiency and design flexibility. Yet, new regulatory frameworks such as the Packaging and Packaging Waste Regulation (PPWR) and the Ecodesign for Sustainable Products Regulation (ESPR) are posing complex challenges for the industry. How can adhesive solutions meet these demands while actively contributing to a circular economy?

This presentation explores the technological trends that are reshaping the adhesive market with sustainability in mind: bio-based formulations, lower processing temperatures for energy savings, transparent product carbon footprints, and the forward-looking concept of debonding on demand, which redefines repairability and recyclability.