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## **IMPACT YOUR CARBON FOOTPRINT: TOWARDS MORE SUSTAINABLE HOT MELT AND HOT MELT PRESSURE SENSITIVE ADHESIVES**

Climate change is among the greatest technical, social, and economic challenges facing the world today and brand owners and consumers are demanding more sustainable solutions.

With the ambition to be one of the most sustainable material science companies, Dow is using a multi-faceted approach to bring more sustainable solutions to the adhesives industry. This paper will give an overview of these approaches and will highlight in the case of hot melt and hot melt pressure sensitive adhesives how the utilization of bio-based feedstocks, improvements in production processes and product design can positively impact overall carbon footprint and enable more sustainable solutions.