

Sustainable Packaging Solutions

H.B. Fuller Adhesives Solutions for Food & Beverages, E-Commerce and Consumer Goods Packaging

At H.B. Fuller we are committed to advancing sustainability in food and beverage, e-commerce and consumer goods packaging by developing innovative adhesive solutions that support recyclability, reusability and new packaging designs. As consumer and regulatory demands for environmentally responsible packaging grow ever more demanding, we enable sustainable choices without compromising performance.



Case and Carton Closing

Hot melt adhesives are integral to any packaging line, filling final products into boxes that are placed onto pallets for shipment to their point of sale. This process can be markedly improved with:

- **High Mileage** adhesive providing continuous savings.
- **Low Application Temperature** adhesive, improving everyday worker safety.
- **Neutral carbon footprint adhesive** containing a high share of fossil-free, sustainable raw materials, manufactured in a ISCC PLUS certified production plant, providing full supply chain traceability.
- Our hot melt adhesives are formulated to be compatible with paper and board recycling process and separate well from paper fibers to enable efficient and high quality recycling.



Beverages

Beverages are most commonly packaged in cans, PET and glass bottles, all of which play a crucial role in supporting a circular economy through high recycling rates.

- For returnable or one-way glass bottles, label and adhesive removal is essential for reuse. Our advanced, **water-based labelling technology** is VLB-certified and offers excellent wash-off performance at lower temperatures and at reduced caustic soda concentrations. It also maintains excellent machinability and resistance to ice- and condensation water.
- For **PET bottles**, design for recyclability is key for efficient PET recycling and compliance with P&PWR (Packaging and Packaging Waste Regulation). Our PET labelling grades offer customers a complete range of solutions that are certified by PETCycle, Returpack and Veolia.
- Innovative adhesive solutions are revolutionizing packaging design by enabling the implementation of **Multipacks**, which enhance brand image and provide solutions for PET bottles, cans, and aseptic packaging. These advancements contribute to greater brand recognition and offer more convenience for consumers, all while reducing plastic wrapping and supporting sustainability through the use of less material and less waste.





Palletization

Palletizing and transport packaging is an area of high packaging material consumption to secure the load and ensure that goods are not damaged or broken. Adhesive solutions, both hot melt and water-based, offer tremendous potential to reduce excessive material usage by stabilizing the goods on the pallet.

Our technical experts are well equipped to advise customers on adhesive choice to achieve the desired results, whether bonding or anti-slip which is also compatible with automated warehouses.



E-Commerce

E-Commerce is the fastest growing market in packaging, as the convenience of one-click shopping and home delivery is a temptation few consumers can resist. Packaging solutions that match this simplicity are essential to further entice consumers and encourage repeat orders.

Our wide range of adhesive and tape solutions allows packaging designers to add a variety of features to the package, such as:

- Sealing and resealing tapes on carton boxes and mailers.
- Fiber-based tear tapes for frustration-free carton opening.
- Reinforcement tapes that lighten and reinforce the case to carry a heavier load.



Barrier Coatings for Paper Mailers

With first impressions lasting in the minds of consumers, the primary material of a mailer is key; the question of paper or plastic is critical to brand image. However, paper doesn't inherently have water, grease or oxygen resistance, which is what our H.B. Fuller Earthic™ barrier coatings provide, helping to enhance your brand image with recyclable, coated paper mailers.



In-house Testing Capabilities for Recyclability

Our European laboratory network is equipped to carry out various recyclability testing procedures including the CEPI Harmonized European Test Method for paper and board. Also, we test our labeling adhesives on our industrial sized glass bottle washer. Globally, we can test our adhesives according to EN 13432 in-house when developing compostable solutions for both industrial and home compostability.

For more information about our company, visit www.hbfuller.com.

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