

## Powerful PUR Hot Melt Adhesive Sets New Benchmarks in Flat Lamination

*Detmold, April, 24 2024—The adhesive manufacturer Jowat is expanding its widely used portfolio for flat lamination with an extremely powerful and yet very processor-friendly PUR hot melt adhesive.*

The newly developed product may seem a contradiction in itself: an adhesive for flat lamination with aggressive bonding strength and, at the same time, very gentle processing characteristics. And yet, the new PUR adhesive Jowatherm-Reaktant® 609.60 not only tackles substrates with high restoring forces but also excels in complex, time-intensive joining procedures. The innovation is thereby setting a new benchmark, providing a solution for elaborate bonding processes.

Jowatherm-Reaktant® 609.60 is the ideal partner for manufacturing decorative panels and sandwich elements, from door leaves and furniture fronts to countertops and flooring. The modern PUR hot melt adhesive impresses even in combination with stubborn veneers or high-pressure laminate (HPL) due to its outstanding bonding strength.

One key advantage of Jowatherm-Reaktant® 609.60 is the unusually long open time. It provides maximum flexibility in processes, even when more time is needed between adhesive application and pressing. In addition, the hot melt adhesive is characterized by low stringing during application and easy processing with all established roller applicators.

At low as well as at high temperatures: Jowatherm-Reaktant® 609.60 is setting new standards for bonding technologies in terms of efficiency and quality. “Jowatherm-Reaktant® 609.60 successfully unites opposites and is thereby breaking old boundaries. The mix of performance, flexibility and processor-friendly handling makes it an extremely attractive adhesive for modern flat lamination applications,” says Florian Fischer, Global Product Manager at Jowat SE.

More details about the new Jowatherm-Reaktant® 609.60 at: [www.jowat.com](http://www.jowat.com)

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Further information

Page 1 of 3

The following photos are available:

## Photo 1:



## Photo 2:



## Caption:

Jowat is expanding the portfolio for flat lamination with the new PUR hot melt adhesive Jowatherm-Reaktant® 609.60

**Source:** Jowat SE

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Further information
<p>Page 2 of 3</p>

## Introducing Jowat

Jowat SE with headquarters in Detmold is one of the world's leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, for graphic arts, in the textile, automotive as well as in the electrical industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Elsteraue, plus four other producing subsidiaries, Jowat Corporation in the USA, Jowat Swiss AG, Jowat Manufacturing in Malaysia, and JOWAT China Adhesives Co. Ltd. The supplier of all adhesive groups is manufacturing 100,000 tonnes of adhesives per year, with 1,300 employees. A global sales structure with 23 subsidiaries plus solution partners is guaranteeing local service with close customer contact.

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Page 3 of 3