

Jowat Packaging Adhesive with a Bio-Based Raw Material Content of More Than 50 %

Detmold, 21 July 2021 – The Jowatherm® GROW product range supplied by the adhesives manufacturer Jowat from Detmold provides bio-based packaging adhesives to support companies that want to significantly reduce the use of fossil raw materials. The successful product line has now been expanded with a modern packaging hot melt adhesive which for the first time has a bio-based raw material content of over 50 %.

The powerful hot melt adhesives from the Jowatherm® GROW series impress with a verified high content of raw materials based on pine resins and excel in the application process as a result of clean processing characteristics and low maintenance. In addition, they facilitate recyclable bonds in line with the German Packaging Law ("Verpackungsgesetz").

The latest highlight in this product family for sustainable packaging is the adhesive Jowatherm® GROW 853.22 which stands out due to a particularly high content of renewable raw materials of more than 50 %. It is characterised by a very broad spectrum of adhesion and facilitates the reliable bonding of even difficult surfaces such as coated material surfaces. And that is not all: The high flexibility at low temperatures makes this adhesive an interesting partner in deep-freeze applications.

The sustainable adhesive solutions of the Jowatherm® GROW series supplied by Jowat provide powerful bio-based hot melt adhesives for many applications in packaging processes. Only resins extracted from the by-products generated during the production of paper are used in the manufacture of these adhesives at the enterprise's headquarters in Detmold. The pine wood used is sourced from verified and sustainably managed forests.

As a supplier of all adhesive groups with more than 1,200 employees and a production volume of over 90,000 tonnes per year, the adhesives expert Jowat has six own manufacturing locations and 23 subsidiaries. The consistent commitment to sustainability underscores once again Jowat's role as an innovative global player.

www.jowat.com

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Further information

page 1 of 2

The following photos are available:

Photo:



Hot melt adhesives from the Jowatherm® GROW series impress with a high content of raw materials based on pine resins

Source: Jowat SE

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 the Jowat Universal Adhesives Australia Pty. Ltd. in Australia. The supplier of all adhesive groups is manufacturing over 90,000 tonnes of adhesives per year, with more than 1,200 employees. A global sales structure with 23 subsidiaries plus solution partners is guaranteeing local service with close customer contact.

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<p>page 2 of 2</p>