

## Green Adhesives in Furniture and Buildings

*Detmold, February 17, 2023—At this year's leading trade fairs Ligna and Interzum, the adhesive manufacturer Jowat will put the spotlight on the major role played by modern adhesives in sustainable manufacturing processes and industrial products.*

Sustainability has many different facets. Companies who want to make their processes and products greener need extensive expertise in that field and a 360-degree look at the issue. The same requirements apply for the use of modern adhesives. The development of new adhesives based on renewable raw materials and the expansion of a sustainable product portfolio are key focuses of the innovation and technology leader Jowat. As leading adhesive supplier to the furniture industry, Jowat has established its *Green Adhesives*—a complete package of trailblazing adhesives coupled with comprehensive services—to make bonding applications in furniture and buildings more sustainable, taking into account a wide range of aspects.

The green product portfolio is tailored to match all focus areas: renewable raw materials, employee and consumer safety, and resource conservation. Therefore, the *GROW* product family supplies a broad spectrum of adhesives based on biological or recycled materials. Reactive PUR hot melt adhesives with hazard-free labeling from the Jowatherm-Reaktant® MR series promote safety at the workplace and prevent costs for the additional training of processors prescribed in the EU. Special hot melt adhesives with low processing temperatures and high yield facilitate resource-saving manufacturing processes, and low-emission adhesives promote consumer safety.

Jowat Green Adhesives provide a benefit not only to companies in the furniture industry, but also to manufacturers of building elements and construction materials. They are powerful adhesives which facilitate sustainable and efficient construction and refurbishment due to their wide range of applications—fully in line with in the spirit of the European Green Deal.

The *Green Adhesives* to be showcased at the interzum and LIGNA trade fairs provide a sample of the powerful adhesive range and worldwide renowned service of the adhesives expert Jowat and demonstrate that sustainable bonding applications are readily available and reliable.

Jowat at interzum: hall 6.1, booth D035  
Jowat at LIGNA: hall 15, booth A16; and hall 27, booth D45

[www.jowat.com](http://www.jowat.com)

Date
February 17, 2023

Reprint restrictions
reprint free, please submit copy

Contact Jowat SE
Jowat SE Verena Rüter Marketing Ernst-Hilker-Straße 10–14 D-32758 Detmold Phone: +49 5231 749-228 E-mail: <a href="mailto:marketing@jowat.de">marketing@jowat.de</a>

Contact flowmedia GmbH
flowmedia GmbH Jörg Aakolk Halberstädter Straße 99 D-33106 Paderborn Phone: +49 5231 944240 E-mail: <a href="mailto:presse.jowat@flowmedia.de">presse.jowat@flowmedia.de</a>

Further information
Page 1 of 3

The following photos are available:

**Photo 1:**

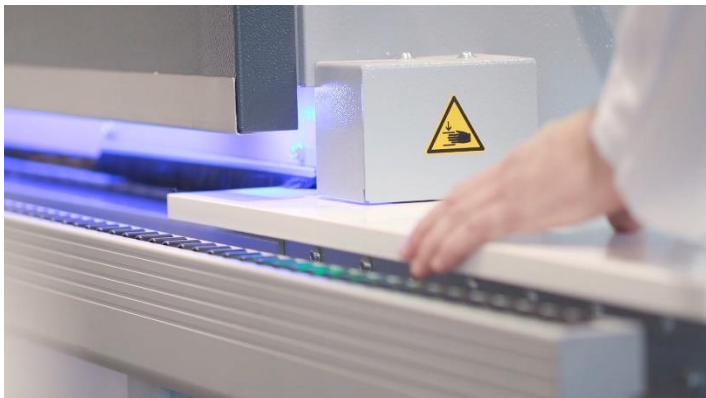


**Caption:**

Jowat Green Adhesives facilitate more sustainable bonding processes and products.

**Source:** Jowat SE

**Photo 2:**



**Caption:**

Now also for edgebanding: Jowat Green Adhesives

**Source:** Jowat SE

Date
February 17, 2023

Reprint restrictions
reprint free, please submit copy

Contact Jowat SE
Jowat SE Verena Rüter Marketing Ernst-Hilker-Straße 10–14 D-32758 Detmold Phone: +49 5231 749-228 E-mail: marketing@jowat.de

Contact flowmedia GmbH
flowmedia GmbH Jörg Aakolk Halberstädter Straße 99 D-33106 Paderborn Phone: +49 5231 944240 E-mail: presse.jowat@flowmedia.de

Further information
Page 2 of 3

## 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 enterprise was founded in 1919 and has manufacturing sites in Germany in Detmold and Elsteraue, plus three other producing subsidiaries, Jowat Corporation in the USA, Jowat Swiss AG, and Jowat Manufacturing in Malaysia. The supplier of all adhesive groups is manufacturing 100,000 tonnes of adhesives per year, with 1,250 employees. A global sales structure with 23 subsidiaries plus solution partners is guaranteeing local service with close customer contact.

Date

February 17, 2023

Reprint restrictions

reprint free, please submit copy

Contact Jowat SE

Jowat SE  
Verena Rüter  
Marketing  
Ernst-Hilker-Straße 10-14  
D-32758 Detmold  
Phone: +49 5231 749-228  
E-mail: [marketing@jowat.de](mailto:marketing@jowat.de)

Contact flowmedia GmbH

flowmedia GmbH  
Jörg Aakolk  
Halberstädter Straße 99  
D-33106 Paderborn  
Phone: +49 5231 944240  
E-mail:  
[presse.jowat@flowmedia.de](mailto:presse.jowat@flowmedia.de)

Further information

Page 3 of 3