

## Sustainable Success: Jowat SE Returns to Trade Fairs

*Detmold, May 7, 2023—The adhesive manufacturer Jowat has concluded a highly positive series of trade fairs this spring. The comprehensive range of sustainable adhesives developed for real-life applications attracted a lot of interest from visitors at LIGNA, interzum and interpack.*

Jowat SE is looking back on a very successful relaunch of the internationally leading trade fairs in the wood, furniture and packaging industries after a four-year hiatus. Robust attendance figures and a high percentage of international guests have again demonstrated the significance of these trade events for globally active enterprises. The all-round, no-hassle package of Jowat's *Green Adhesives* provided solutions for the central topics at the trade fairs: sustainability, climate protection and conservation of resources.

At LIGNA and interzum, Jowat focused the spotlight on a portfolio of sustainable and trailblazing products optimized for processors and bonding applications in the production of furniture and building elements. Visitors were especially interested in the new biobased PUR hot melt adhesive Jowatherm-Reaktant® GROW 657.40 for edgebanding and the biobased PVAc dispersion adhesive Jowacoll® GROW 105.85 for solid wood bonding and laminating. Both adhesives contain a high amount of biobased raw materials of more than 20% and impress with their performance. Visitors were also convinced by Jowat's Jowatherm® GROW 853.22 for the sustainable packaging of furniture components, interior doors and engineered wood or laminate flooring: The biobased hot melt adhesive couples a high content of renewable raw materials of more than 50% with high cold resistance and a very wide range of adhesion. Another key point on the agenda of many visitors was occupational safety. Today, the Jowatherm-Reaktant® MR product line of Jowat already supplies a broad spectrum of powerful adhesives with hazard-free labeling which enables processors to efficiently avoid the additional training requirement mandated by law within the European Union as of August 2023.

Sustainability, in all its different forms, was the key topic at interpack too. The focus at the trade fair was on holistic approaches to increase efficiency and sustainability from start to the end of the production line. Here, the adhesive manufacturer Jowat convinced visitors with its performance- and process-optimized low-temperature adhesives. Jowat-Toptherm® 851.99 is a hot melt adhesive optimized for packaging processes which facilitates substantial energy savings due to its low processing temperature starting from 99°C.

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Further information
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www.jowat.com

**Photo 1:**



Jowat SE is looking back on a very successful relaunch of the internationally leading trade fairs.

## Our Word is Our Bond

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## 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.

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