



# THE BONDS THAT BIND

Leading global packaging adhesives supplier making the most of its active presence in the Canadian marketplace through continuous product innovation

**B**uilding strong and lasting bonds comes naturally to a company like **Henkel Adhesive Technologies**—the world’s Number One producer of adhesives, sealants and functional coatings for both industrial and consumer markets.

As part of German chemical and consumer products powerhouse **Henkel AG & Company, KGaA**—also one of global leaders in laundry, home-care and beauty products—the Düsseldorf-headquartered company is in many ways the proverbial glue that holds the global packaging industry together.

It is therefore only fitting that it would also be one of the original founders behind the formation of the original **Packaging Association of Canada (PAC)** in 1950, albeit under a different corporate identity and despite the roundabout way of earning its elevated status in the Canadian packaging community.

In fact, Henkel’s direct entry into the Canadian adhesives market under its original name did not come about until 2008, when its parent company acquired the Brampton, Ont.-based adhesive manufacturer **Nacan Products Ltd.**, a subsidiary of the U.S.-based **National Starch & Chemical Company**.

Today headquartered a short drive west of Toronto in Mississauga, Ont., **Henkel Canada Corporation** operates a total of five Canadian-based locations in southwestern Ontario, representing all three of the parent company’s core business units.

On the CPG (consumer packaged goods) side of the business, Henkel is a highly reputed brand-owner of many beloved brands such as **Dial** soaps; **Right Guard** antiperspirants; **Persil**, **Purex** and **Sunlight** laundry detergents; and the **Schwarzkopf** range of professional hair-care products.

As for the company’s adhesives business, which accounts for 47 per cent of Henkel’s worldwide revenues of just over \$29 billion, its prominence in the Canadian market is strongly reflected by the enduring popularity of well-known and trusted brands such as **Loctite**, **Lepage**, **Pritt**, **Technomelt**, **Aquene** and **Bonderite**.

In light of such a well-diversified product portfolio, Henkel’s continued membership in **PAC Packaging Consortium** is as much a strategic market imperative as it is a nod to history and an expression of good corporate citizenship.

“At Henkel, we value the PAC membership as a good way to remain connected to our customer base, to understand their challenges, and to provide them with sustainable, efficient, reliable, differentiated, secure and innovative solutions,” says Ingrid Gagné, business director for Canada for packaging, consumer goods and construction adhesives.

“We combine innovation and technology leadership with close customer partnership to deliver solutions that are an essential part of countless industrial and consumer goods,” says Gagné, lauding PAC for the multiple networking, collaboration and educational opportunities that the 70-year-old industry group provides for its members.

Says Gagné: “The PAC is a true leader in providing the companies and individuals to learn the most up-to-date information affecting the world of packaging in Canada.

“With Henkel being a leader in the adhesives market, it is important for us to be a member of a leading industry advocacy group organization that enhances our total involvement in the packaging markets we serve,” says Gagné, citing PAC’s comprehensive range of educational courses, summits, conferences, seminars, webinars and social activities.

“They all offer real value in helping to understand, anticipate and respond to the market trends in a timely manner,” says Gagné, “while building an effective network of like-minded people and companies with the same goals as us.”

As Gagné happily points out, Henkel Canada often offers the services of its technical and engineering experts to lead training seminars and workshops on

adhesive technologies around the country, providing expert education and instruction for hundreds of packaging professionals.

“The PAC offers a perfect forum for us to educate other PAC members on adhesive technology and the impact they have on the packaging market through continuous innovation and adoption of new patented products,” says Gagné, emphasizing Henkel’s firm commitment to the Canadian market and customer base.

“We utilize our global presence and our expert knowledge to offer a winning combination of best-in-class service and leading technologies to customers and consumers in Canada and around the world,” she states.

“For packaging and consumer goods adhesives business, we work with customers to develop innovative solutions for the production of grocery packaging and consumer goods with breakthrough innovations, tailor-made solutions and strong brands,” Gagné explains. “Beyond an appealing design, consumers are seeking on-the-go packages with reliability, security and sustainability as a cornerstone.



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“Because each package needs to give consumers assurance that its contents meet the brand’s promise,” she notes, “manufacturers are increasingly turning to Henkel when navigating consumer needs.

“Each product application has different adhesive needs,” Gagné relates, “and we work closely with manufacturers and brand-owners to offer solutions focused on what they need to deliver exceptional products to their customers.”

According to Gagné, Henkel continuously strives to excel across the full spectrum of food and beverage packaging applications.

“Henkel adhesives provide excellent bond on a wide range of case/carton sealing and bottle/container labeling applications,” she states.

“We offer food safety paired with improved cost of packaging operations through high consumption efficiency and excellent clean processing.

“For flexible packaging, Henkel Adhesives help manufacturers reduce layers and weight, while consumers can enjoy their favorite food and live more sustainably by producing less film and foil waste in food packaging, as well as in healthcare, pharmaceutical and cosmetic packaging.

“All in all, understanding how we support an enhanced consumer experience in each application is critical to how we bring value to our customer business.”

Looking forward, Gagné says Henkel will intensify its efforts to provide more sustainable packaging solutions as part of the company’s ambitious and far-reaching sustainability strategy focusing on recyclability, compostability and all other key aspects of carbon footprint reduction.

“As a recognized leader in sustainability, we hold top positions in many international indices and rankings,” Gagné concludes, “because a better environment is paramount to our business, our customers and everyday consumers.”