



Press Release

May 3, 2021

LOCTITE® HHD 3544F Contains 60% Bio-Based Content, Provides Sustainable Alternative for Structural Bonding Applications

Henkel Develops Industry's First Bio-Based PUR Hot Melt Adhesive for Consumer Electronics Assembly

Irvine, CA – Leveraging its broad innovation portfolio and in keeping with the company's sustainability priorities, Henkel today announced the development and commercial availability of LOCTITE® HHD 3544F, the industry's first bio-based polyurethane reactive (PUR) hot melt designed for consumer electronics assembly. This is the company's inaugural consumer electronics-specific, bio-based PUR hot melt adhesive; approximately two-thirds of its content is sourced from renewable, plant-based feedstocks.

"LOCTITE HHD 3544F is an important advancement for the electronics industry," explains David Peard, Henkel Market Segment Manager and Sustainability Ambassador for Consumer Electronics. "Replacing conventional fossil fuel-based raw materials with renewable substitutes is a challenging endeavor. Nearly two years in development, LOCTITE HHD 3544F is a notable structural adhesive innovation and the first product in an expanding Henkel portfolio of bio and renewable material solutions for the consumer electronics sector."

A one-part, moisture-cure material, LOCTITE HHD 3544F delivers a sustainable consumer electronics assembly alternative that provides many of the advantages associated with the market-leading family of Henkel PUR hot melts. The bio-based formulation is compatible with a variety of substrates including plastics, metals and

glass; aligns with high-volume production objectives, enabling deposition of narrow bond lines via jetting or needle dispensing; and, integrates fluorescence for in-line automatic optical inspection (AOI). LOCTITE HHD 3544F can be used for a wide range of consumer electronics structural bonding applications in mobile phones, laptops, tablets, wearables, and accessories.

Acknowledging Henkel's global leadership in sustainability and business responsibility, Peard heralds the commercialization of LOCTITE HHD 3544F as a significant milestone in the company's consumer electronics strategy and notes its important role in helping customers achieve their own sustainability targets. "Reducing our environmental impact and dependence on virgin fossil-based raw materials have been and will continue to be priorities for Henkel," he says in summary. "Industry-first LOCTITE HHD 3544F delivers solid performance built on a foundation of renewable resources – a win-win!"

For more information about LOCTITE HHD 3544F bio-based PUR hot melt, visit

[Henkel's web resource](#).

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2020, North America accounts for 27 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

Photo material is available at www.henkel-northamerica.com/press

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