



For cool labels!

**A NEW GENERATION OF DEEP FREEZE SMART ADHESIVES
MEETING EU FOOD GRADE REGULATIONS**



Bonding in extreme conditions is critical in labelling

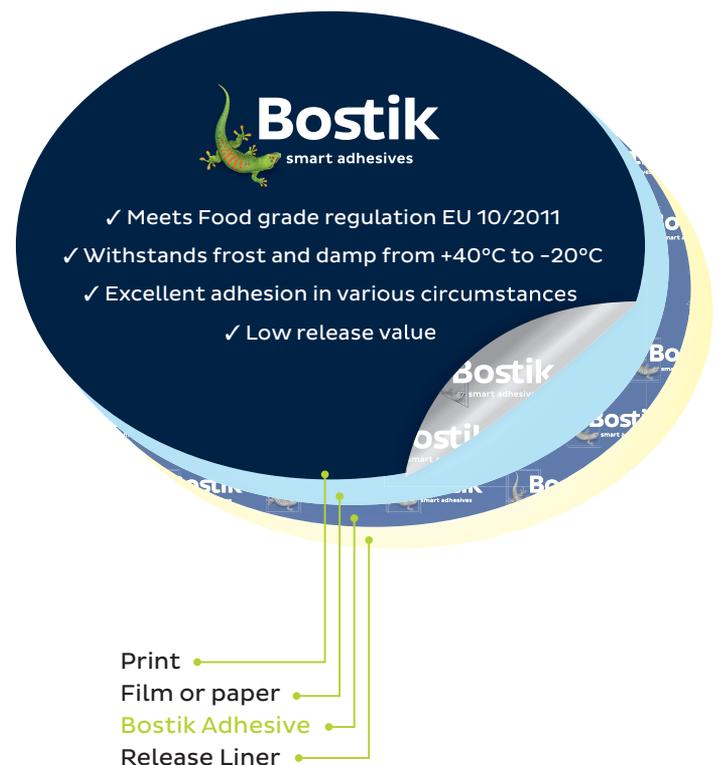
In the food industry, all products need to be instantly traceable which brings specific challenges to customers operating in the frozen food supply chain. Manufacturers and processors need to bond labels to food packaging which features a variety of materials and ever-changing surface types. Without the right adhesive, debonding can occur requiring products to be re-labelled in advance of distribution to the market.

Bostik is the leader in Hot Melt Pressure Sensitive Adhesive (HMPSA) for the Label industry. We offer a variety of solutions closely matched with the most demanding industry requirements.

Following its work with customers from across the frozen food value chain over many years, Bostik has developed an unrivalled level of expertise in Deep Freeze label applications.

DEEP FREEZE LABEL ADHESIVES

One of its latest innovations is **TLH 2259 E** – An advanced adhesive solution formulated to deliver extreme performance in freezing and damp conditions. This smart adhesive offers excellent adhesion at temperatures down to -20°C and bonds well in high humidity and frosty environments. TLH 2259 E is already recognised in the industry for its processability. The adhesive's component raw materials comply with food grade regulation EU 10/2011, enabling converters to promote and offer safer and more sustainable solutions to the market.





Bostik innovation & key properties

Through the development of TLH 2259 E, Bostik has consulted and worked closely with leading customers across the label industry. As a result, Bostik has developed a unique solution which maintains full traceability within the frozen food supply chain.

ROLL STOCK MANUFACTURERS

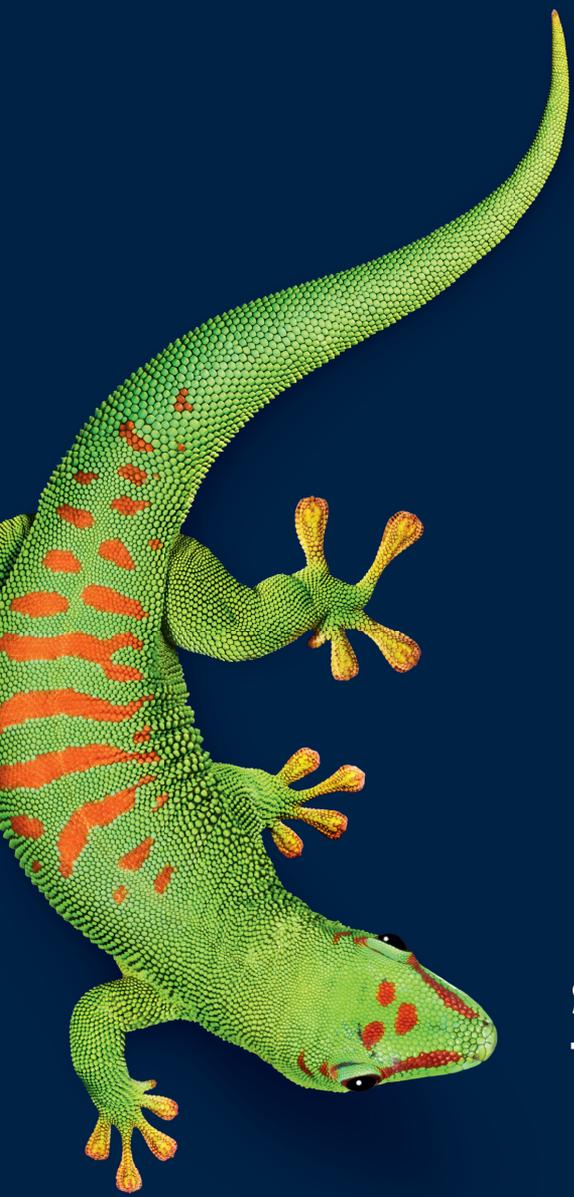
With TLH 2259 E, one adhesive can be used with a variety of materials, including paper and film, even in damp or humid environments.

CONVERTERS & PRINTERS

TLH 2259 E offers excellent converting properties including no bleeding and ease of die-cutting.

END USERS

TLH 2259 E ensures excellent adhesion, even on PE and PP films, in frosty and damp conditions and in temperatures ranging from +40°C down to -20°C. Its high tack formulation eliminates the risk of debonding and minimises the need for re-labelling.



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ARKEMA
INNOVATIVE CHEMISTRY