

Press Release

dition resistant, and performs well at low temperatures. This all-rounder contributes to optimized processes – beyond its high initial strength data – by clearly reduced soiling of the production units. This results in longer intervals between maintenance operations, and increased line efficiency. An additional savings effect is the low application grammage.

Brand-new and on time for the two major packaging trade shows, Jowat is introducing its **pressure-sensitive adhesive for labelling, Jowat-Toptherm® 253.40** to the market. This PSA hot melt safely bonds paper and plastic labels to PET bottles and tin cans. The highly innovative polyolefine basis results in excellent stability of viscosity, while at the same time preventing bleed-through when paper labels are used. In production, it is the product of choice when process costs are to be kept down, because cleaning and maintenance can be limited due to the high heat resistance and stability.

Jowat-Toptherm® 253.40 is an odourless hot melt which sets to a light translucent appearance. It is supplied in standard pillows with meltable protector.

All novelties are presented with the tried and proven products of Jowat at the drinktec 2009 in Munich: It is worth your while to stop by and visit hall B5 booth 449. At the FachPack 2009 in Nuremberg the Jowat AG can be found in hall 2 booth 330.

Introducing Jowat

The Jowat AG with headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, the textile industry, the graphic arts, and the automotive industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Zeitz, plus three other producing subsidiaries, the Jowat Corporation in the USA, the Jowat Swiss AG, and the Jowat Manufacturing in Malaysia. The supplier of all adhesive groups is manufacturing over 70,000 tons of adhesives per year, with around 650 employees. A global sales structure with 15 Jowat sales organisations plus partner companies is guaranteeing local service with close customer contact.

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Further information

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