

Dr. Raphael Schaller
Collano; CH-Sempach-Station



NEW PRESSURE-SENSITIVE ADHESIVES FOR ENVIRONMENTAL AND BRAND PROTECTION

Adhesives play a crucial role in protecting luxury goods against counterfeiting. Self-adhesive labels with optical security features can verify the authenticity of products, thereby significantly contributing to brand protection. We will present a specific case study from LEONHARD KURZ and their TRUSTSEAL technology. If a label is tampered with, the security feature is destroyed, creating a "VOID effect" as proof of manipulation. This feature helps consumers identify counterfeits in electronics, fashion, cosmetics, and many other goods.

Collano has developed new waterborne acrylic pressure-sensitive adhesives with LEONHARD KURZ that fulfil the highest security standards. These adhesives are polymerized from bio-renewable monomers and offer enhanced security due to their excellent adhesion to paper and metalized substrates and the incorporated security features. During the development process, we replaced petrochemical-derived monomers with those based on vegetable oils.

Our belief in the potential of using new renewable monomers that lead to resource-efficient adhesives is unwavering, especially when combined with sustainable substrates and the entire supply chain from manufacturing to disposal. However, this transformation requires a collective effort. It is not just about us, the raw material manufacturers, or the end-users. It is about every stakeholder in the supply chain, and we must be willing to invest in and promote resource efficiency.