

# Araldite®

professional adhesives

## ARALDITE®'s New Eco-Packaging is Given Thumbs Up by Young Consumers

Since the relaunch of Araldite®'s range of consumer adhesives with Marketing partner [Velcro Ltd](#) earlier this year, the product has seen a rapid climb into six-figure sales.

One of the reasons major retailers like Halfords and Decco are stocking Araldite® products across their stores is the competitive edge provided by new eco-friendly packaging, which has found favor with trade professionals and consumers alike.

All Araldite® blister packs now come in a “fast-open” design which is easy on the eye and on the fingernails. “Gone are the days of struggling with seemingly impossible blisters or resorting to the use of scissors where, almost inevitably, the instructions for use are destroyed along with the plastic, says Jean-Luc Pieau, Marketing Manager for DIY and Channel Management for Huntsman Advanced Materials.



Fold along the crease at the top of the pack



Fold the card back completely



Slide the plastic tray from the card



And open up the pack

With Araldite®'s new packaging, the product is easy to remove and afterwards, the card and plastic blister can be simply separated for recycling in the appropriate bin or bag.

In addition the packaging is free of any “dead fish – dead tree” labelling due to new product formulations.

Recent research among retailers has revealed a high degree of loyalty to a brand that has 85 percent recognition among consumers in the 55+ age group. Among younger users, the brand has recently launched a major initiative with South Staffordshire College, which will help the company expand its viral marketing, adding to the social networking on its new website, [www.go-araldite.com](http://www.go-araldite.com).

“Adhesives have value to youngsters in what they can do with them. You start with your components and achieve a practical or creative end result. That’s customer satisfaction!” says Trudie Johnson, Strategic Business Unit Manager, Consumer EMEA at sales and marketing partner [Velcro Ltd](#).

Pieau says the new packaging is particularly aimed at this younger generation of adhesive users.

“Araldite® adhesives will always give great results on making and mending jobs for DIY-ers, hobbyists and homemakers, but we know that this generation asks more of its brands in terms of social responsibility, accountability and environmental care,” Pieau says. “With this new packaging the product is displayed well and there is the added bonus that plastic and cardboard can be easily separated and re-cycled. Our new customers certainly seem to like this initiative.”