



PRESS RELEASE

HSMG and H.B. Fuller Announce Poly-free Paper Cup

November 1, 2022

H.B. Fuller and HSMG have partnered to pair HSMG PROTĒAN® CupKOTE™ with H.B. Fuller Swift®tak adhesives. This offering provides a commercial-ready, poly-free, water, oil and grease barrier solution for single-use paper beverage cup manufacturers in North America.

HSMG announced the availability of PROTĒAN CupKOTE in 2021 as a recyclable coating to replace the plastics used in billions of disposable drink cups worldwide every year. These plastics often prevent paper cups from being recycled or recyclable. According to Science Direct, improved paper cup recycling could reduce carbon footprint impacts by up to 40%.

Unlike traditional polyethylene coating, which self-heat seals as cups are formed, cups using PROTĒAN® CupKOTE™ are secured on the sides and bottom by an H.B. Fuller Swift®tak water-based, cold-seal adhesive applied during the printing process.

“H.B. Fuller provides unmatched expertise and quality in their adhesive solutions. We look forward to promoting PROTĒAN® CupKOTE™, together with H.B. Fuller adhesives, to allow our customers to transition to poly-free cups quickly and successfully,” says Kris Burton, Chief Operating Officer of HSMG. “Together, we can provide cost-competitive cups that are easily recyclable both pre- and post-consumer,” she further states.

“H.B. Fuller is committed to helping to enable circular packaging and is enthusiastic about the HSMG collaboration. It is an opportunity to enhance our offering and affirm our commitment to enabling recyclable foodservice packaging. Meeting the sustainability goals of our customers will require innovation beyond the ordinary, which we are accomplishing in this endeavor with HSMG,” said Amber Fischer, H.B. Fuller Global Packaging Makers Business Director.

PROTĒAN® CupKOTE™ is available for licensing to manufacturers, converters and brand owners worldwide.

H.B. Fuller® and Swift® are trademarks of H.B. Fuller company.

About HSMG® LLC

HSMG LLC is the eco-tech operation of Greentech Global Pte. Ltd. We develop and license our patented additive and barrier coating platform technology, PROTĒAN®, to pulp, paper and packaging manufacturers and specialty chemical companies. We offer water-resistant and/or oil- and grease-resistant alternatives to plastic coatings and fluorochemicals in a broad range of cellulose-based single use products. Formulations made with this platform technology can be recyclable, biodegradable and compostable. To learn more, please visit: www.hsmgrp.com.

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About H.B. Fuller

Since 1887, H.B. Fuller has been a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemical products to improve products and lives. With fiscal 2021 net revenue of \$3.3 billion, H.B. Fuller's commitment to innovation and sustainable adhesive solutions brings together people, products and processes that answer and solve some of the world's biggest challenges. Our reliable, responsive service creates lasting, rewarding connections with customers in electronics, disposable hygiene, medical, transportation, aerospace, clean energy, packaging, construction, woodworking, general industries and other consumer businesses. And, our promise to our people connects them with opportunities to innovate and thrive. For more information, visit us at <https://www.hbfuller.com/>.

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