



Low Tack Adhesive for Reclosable Applications

A breakthrough adhesive that sticks only to itself.

Are you looking for a better re-sealable adhesive alternative?

Traditional Pressure Sensitive Adhesives (PSAs) can be messy and tacky. Zipper and hook-and-loop technologies are expensive to produce and apply. Low Tack Adhesive (LTA), jointly developed by Battelle and Mondelēz International, is a breakthrough technology for reclosable packaging or other applications.

LTA combines high adhesion with low tack in an innovative adhesive that is easy to use, easy to apply, and consistent.

- **Smart:** Unlike traditional PSAs, LTA sticks only to itself. That means it won't feel sticky to the touch, and it won't get fouled by product crumbs.
- **Easy:** With LTA, all consumers need to do is press it together. LTA provides an effective and consistent seal through repeated cycles of opening and reclosure.
- **Cost effective:** LTA can be pre-applied to packaging films using simple ultra-violet cure technology. That means it's cheaper to manufacture and apply, and fits easily into existing manufacturing operations.
- **Customizable:** LTA can be customized for a variety of applications. 3D versions of LTA can be created for applications needing higher strength, as a cost-effective alternative to traditional hook-and-loop closures.

How will you use LTA?

LTA could be used for a wide variety of consumer products and packaging, including:

- Cereal
- Pet food
- Salad and produce
- Trash bags
- Sandwich and storage bags
- Detergents
- Lawn and garden products
- Diapers
- Personal care products
- And more!

Battelle and Mondelēz International are making LTA available for licensing for select packaging applications. Regulatory compliance work for food packaging is already underway but not complete. Call us today to find out if LTA technology is right for your application.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, Jacobs coffee, LU, Nabisco and Oreobiscuits, Tang powdered beverages and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index.

Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

About Battelle

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For more information, visit www.battelle.org.