

**Pidilite to manufacture Jowat Hot Melt Adhesives from Germany in India**

**~ Will manufacture the Jowat range of hot melts in India at the state-of-the-art manufacturing facility in Vapi, Gujarat, under the Fevicol Jowat brand name ~**

**New Delhi, March 2nd, 2023 :** Pidilite Industries Limited, India’s leading manufacturer of adhesives, sealants and construction chemicals has further strengthened its collaboration with **Jowat SE**, a German family-owned enterprise and one of the leading suppliers of industrial adhesives worldwide. Strengthening the partnership further, Pidilite will now exclusively offer Indian customers locally manufactured Jowat hot melts.

Since 2018, Pidilite has been exclusively handling sales and distribution of the entire range of Jowat adhesives in India and other neighbouring countries including Sri Lanka, Bangladesh, and Nepal.

**Mr. Sudhanshu Vats, Deputy MD, Pidilite Industries Limited, said,** **“**Pioneering is an important value at Pidilite. We have consistently pioneered new categories and technologies in India. Our collaboration with Jowat is another example of the same. With support from Jowat's team, we have now set up a best-in-class manufacturing and testing facility in Vapi, Gujarat, to manufacture hot melt adhesives in India. The hot melts will be co-branded as **Fevicol Jowat**. This will enable us to serve clients in high-growth segments such as furniture, packaging, automotive, and textiles, among others, where specialized adhesives are used.**”**

**Mr. Klaus Kullmann, Managing Director, Jowat SE, said, “**Pidilite Industries is a leader in adhesives in Asia and we are delighted that we are taking this to the next level. Innovation in both technology and R&D are pivotal as we continue to deliver outstanding service to our customers. Jowat has pioneered the development of several high-end adhesive products and has constantly undertaken development work at the cutting edge of adhesive technology. With this Indian manufacturing facility, both the companies will closely work to serve and offer the best solutions and products to the customers.”

Inspired by the nation’s call for an 'Atmanirbhar Bharat', this collaboration will provide a comprehensive range of locally manufactured thermoplastic hot melt adhesives, **Fevicol Jowat,** for use in several industrial segments.

**About Pidilite:**

Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Araldite and Fevicryl.

**About Jowat:**

Jowat SE with headquarters in Detmold is one of the world’s leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, for graphic arts, in the textile, automotive as well as in the electrical industry. The enterprise was founded in 1919 and has manufacturing sites in Germany in Detmold and Elsteraue, plus three other producing subsidiaries, Jowat Corporation in the USA, Jowat Swiss AG, and Jowat Manufacturing in Malaysia. The supplier of all adhesive groups is manufacturing 100,000 tonnes of adhesives per year, with 1,250 employees. A global sales structure with 23 subsidiaries plus solution partners is guaranteeing local service with close customer contact.