PERSONAL CARE

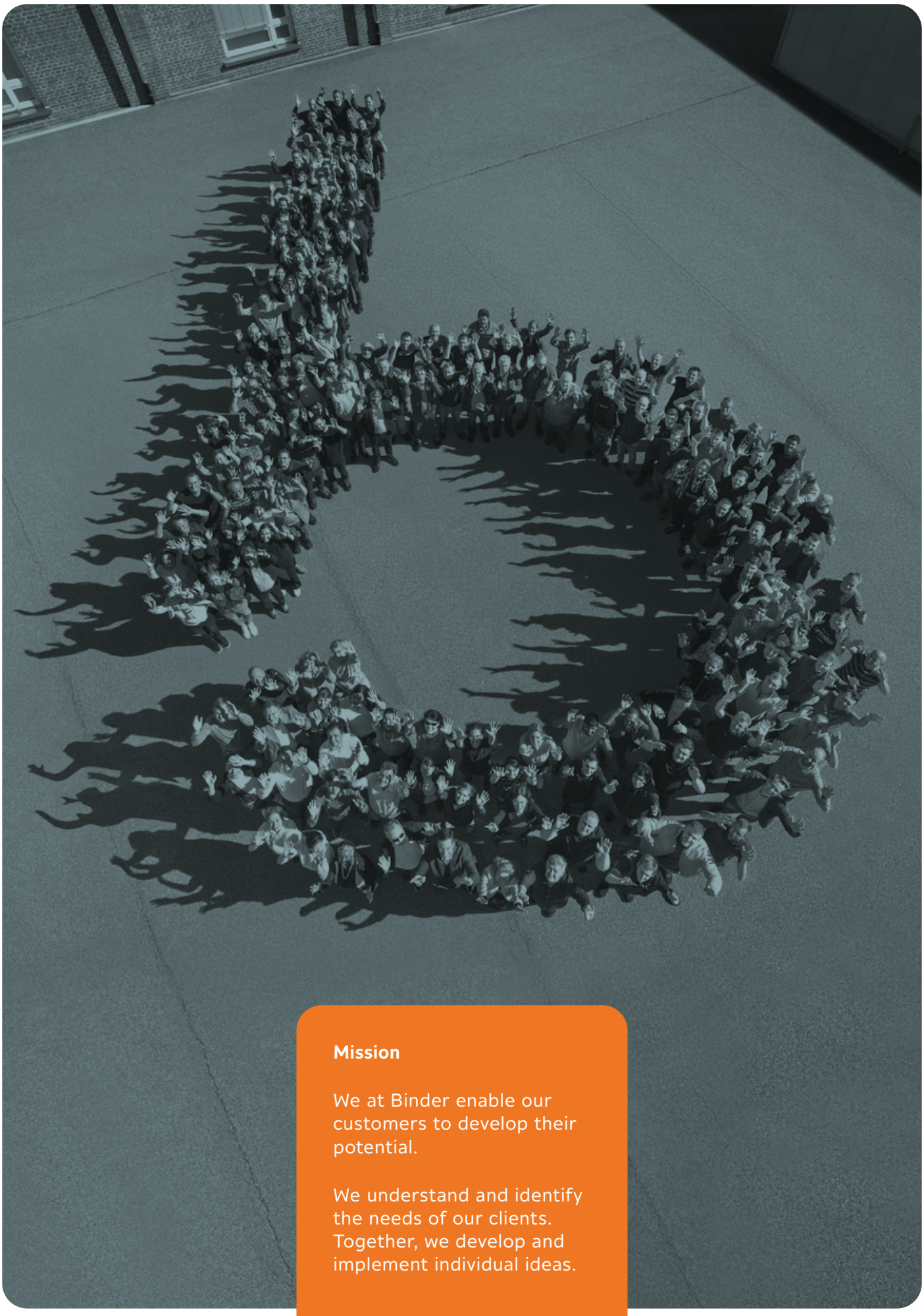


Application-specific fastening solutions

Repositionable and reclosable

AI

binder



Mission

We at Binder enable our customers to develop their potential.

We understand and identify the needs of our clients. Together, we develop and implement individual ideas.

Your success starts with our solutions

More than two centuries ago, in 1798, the impressive story of our family business began in Holzgerlingen, Germany. To this day, we at Binder are highly ingenious and we place great emphasis on quality and durability. We also have a certain penchant for perfection.

Our numerous developments and patents as well as our continuous search for innovative solutions are why we've risen to become a technology leader for high-tech fastener systems over the last two centuries. We are constantly expanding our innovative edge by relying on our own research and development and we collaborate with leading research institutes and universities. We develop and produce exclusively in Germany.

To us, our customers' tasks are an exciting challenge that we take on with a great deal of commitment, know-how and passion. Our goal is to enable companies in every industry to develop their potential with our fastening solutions and to differentiate themselves in the market.

"What started as a simple idea now opens up entirely new dimensions. We pride ourselves on meeting our customers' challenges with a diverse range of fastening solutions. Individual, tailor-made, for every industry.



Patrick Geffers Managing Director

Our value is in offering you a unique, personalised customer experience

From simple to highly customised, from initial concept to commercial production, we bring you the complete package. Binder not only empowers you to create a fastener that brings you value and peace of mind, we also bring you the support, based on extensive experience, to implement the system in your manufacturing environment.

Your experience with us extends to high quality & sustainable solutions

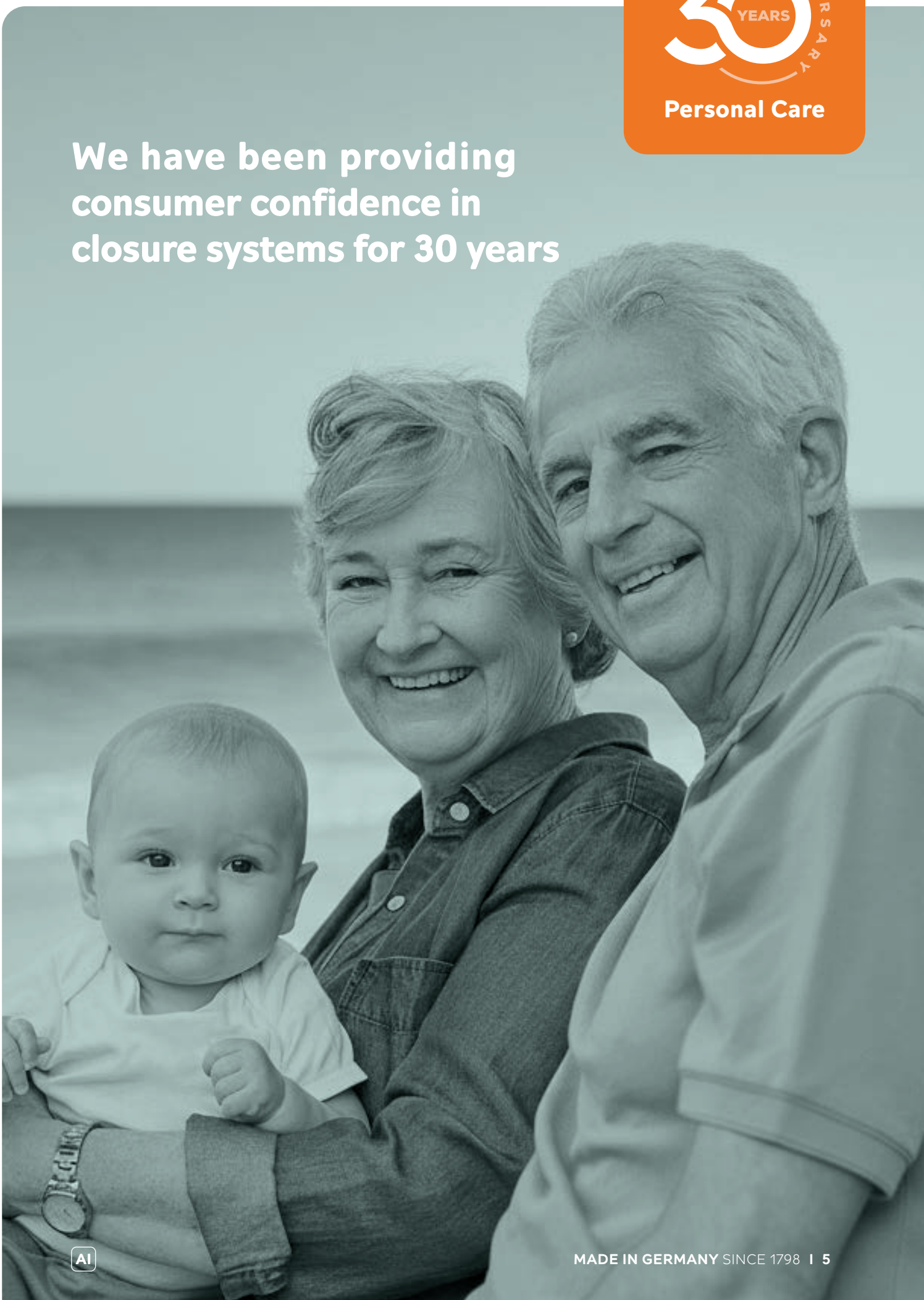
Whether sustainability, quality management or social responsibility – we set high standards for ourselves and also undergo external evaluation. Certificates and awards from independent institutes are very important to us and an ongoing incentive to become that little bit better.



30 YEARS ANNIVERSARY

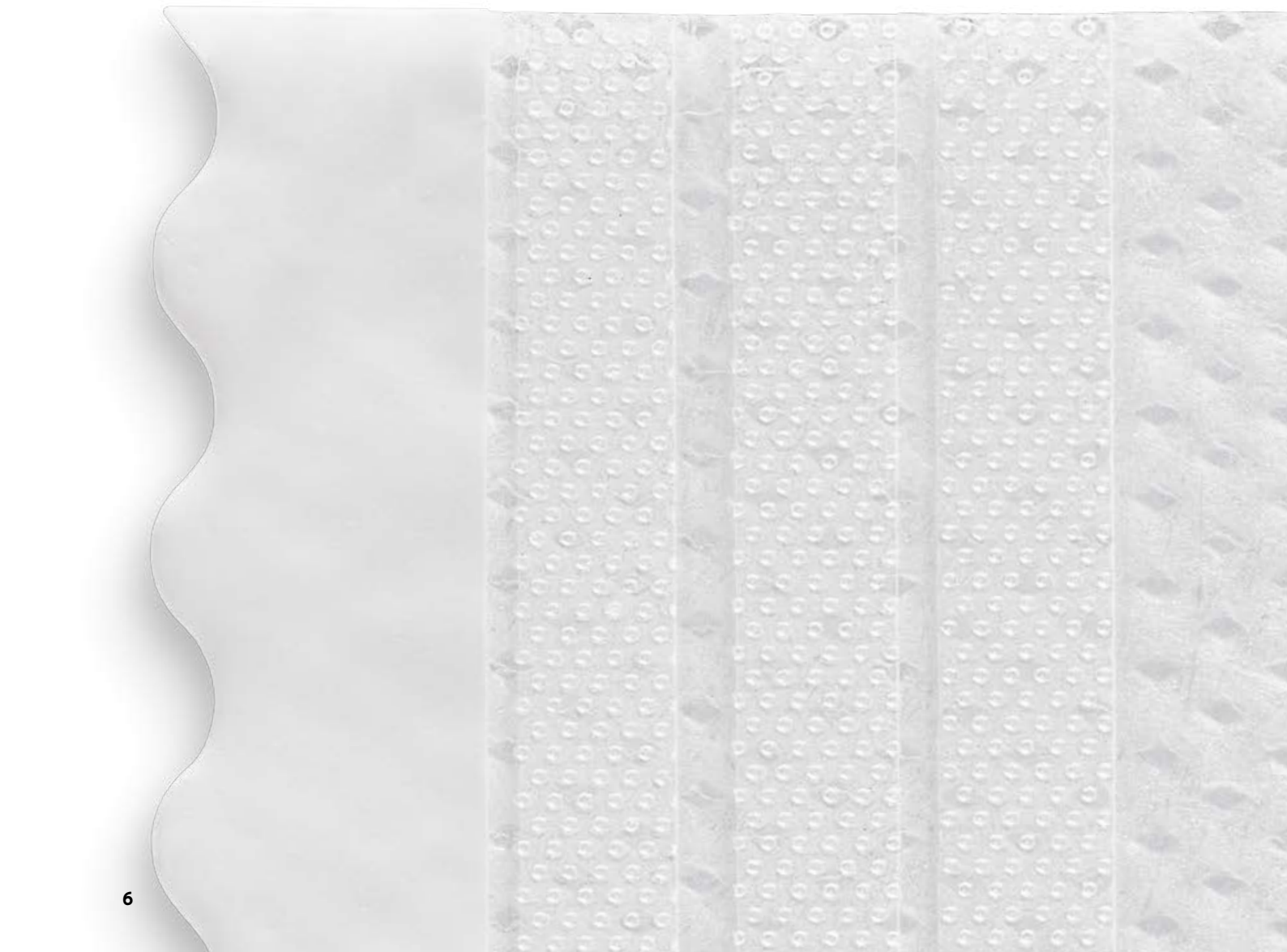
Personal Care

We have been providing consumer confidence in closure systems for 30 years



The next generation of absorbent hygiene products

The disposable absorbent hygiene product (AHP) sector faces a critical challenge: meeting consumer demand for sustainability without increasing, and often even decreasing, the unit cost. We've developed a systems-level strategy based on the three C's of advanced closure systems (composition, complexity, compatibility) to allow converters and manufacturers to achieve this balance. This framework minimises disruptive changes to existing production lines while dramatically enhancing the value proposition.



Composition

Mass reduction through optimised polymer use

Our next-generation hook fastening tapes use an optimised polymer structure to deliver equal or better peel and shear strength with a significant reduction in resin consumption.

Supporting not only your sustainability KPIs but also ensuring full compatibility with the circular economy efforts (pre- and post-consumer recyclability) the industry is pursuing.

Complexity

Eliminating components and production overhead

Consolidated-features design approach: Our innovative 'hook anywhere' technology enables reliable attachment not just to conventional high-performance landing zones, but also to lower basis weight nonwoven fabrics and even directly to the backsheet and backsheet facing materials themselves.

Lean manufacturing: Through our collaboration with MS Ultrasonic Technology and Andritz Diatec we are further commercialising a new in-line ultrasonic welding technology to directly attach fastening tape to pull tab without the need for adhesives or glues.

Compatibility

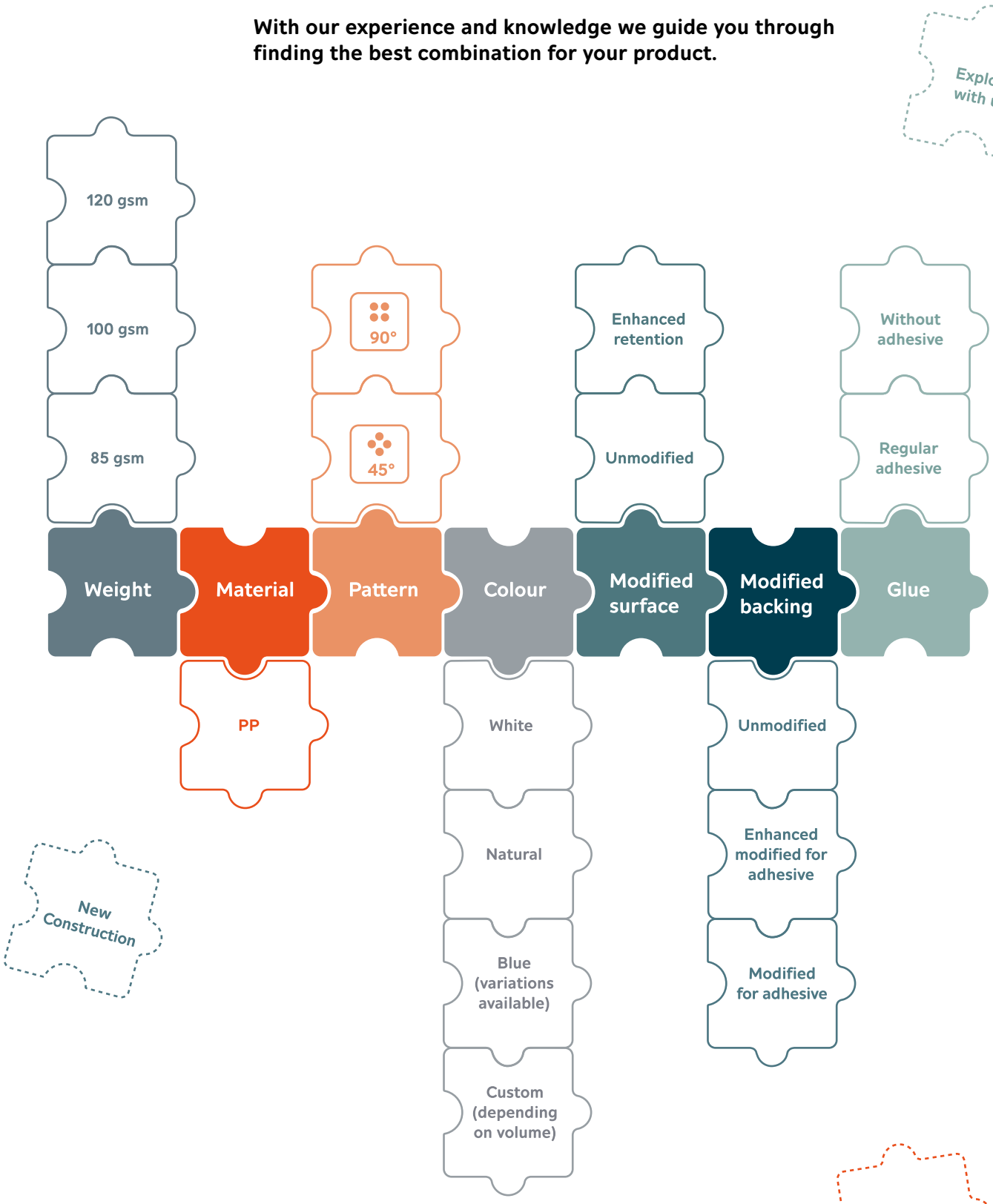
Assured performance with next-gen substrates

The speed of evolution in nonwoven fabrics—driven by sustainability mandates and raw material cost pressures—necessitates adaptable closure systems. Nonwoven fabric producers are exploring substrates with natural fibre content, mixed filament blends, and other performance-variable attributes.

Our deep knowledge of material science and textile mechanics guarantees assured performance and quality with this next generation of nonwoven counterparts. This technical reliability future-proofs your products and mitigates the inherent risk involved in adopting sustainable, cost-reduced substrates into your new product designs.

Helping you solve your fastener puzzle

With our experience and knowledge we guide you through finding the best combination for your product.



General market trends

Category	Baby diaper	Incontinence products
Weight	Lighter	Heavier
Material	PP mixes	PP / other
Pattern	90° 	45° 90° 
Modified backing	Customer specific	Customer specific
Modified surface	Landing zone material specific	Highly variable
Colour	Natural / white	Natural / white / blue
Glue	Without adhesive 	With adhesive Without adhesive 

 In-line welding compatible

Find the most suitable hook fastener for your requirements

Different applications have different functional demands on a closure system. On the following pages you can find a guide to the different criteria that determine the most suitable closure system for different applications.

Types of absorbent hygiene products (AHP)



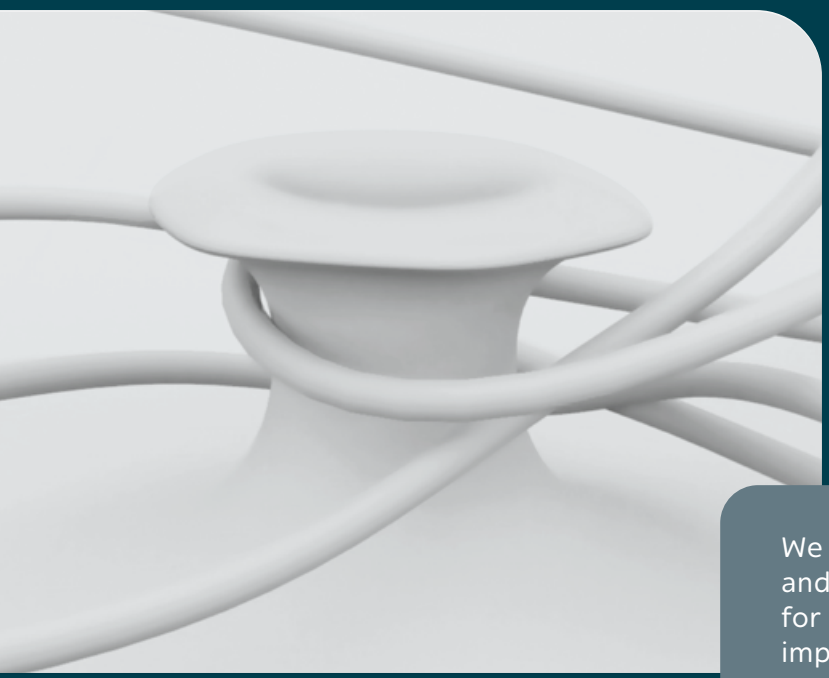
Baby diapers



Pull-up pants



Incontinence



In the following find detailed information on:

- Weight
- Material
- Pattern
- Colour
- Glue
- Modified surface
- Modified backing

We are happy to assist you with our knowledge and experience to find the hook fastener for your requirements and to support you in implementing the 3 C‘s in your product.



Weight

Is defined as the thickness of backing material combined with the height of the fastener elements, based on the composition. We offer 85, 100 and 120 gsm as standard products.

- **Heavyweight fasteners** are very resistant to shear and are for durable use applications

Optimised

- **Lightweight fasteners** offer improved softness and low print-through

Optimised

Material

Refers to the resin the fastener elements are made of as well as the incorporated colour.

We offer a **homopolymer polypropylene** material which offers a high degree of transparency (optical clarity).

Our products are available in different colours. Natural and white are ideal for baby diapers; for incontinence we also offer blue and even more colours on request.

- Natural
- White (for enhanced sensor detection)
- Blue (variations available)
- Custom colours (depending on volume)

Optimised

Pattern

The design of engagement elements defines potential performance of the closure. Actual performance is determined by the engagement elements relative to the engagement surface, such as landing zone or back sheet material.

Basic hook fastener patterns



45°

Symmetric engagement elements

Optimised



90°

Both symmetric and asymmetric engagement elements

Optimised

Peel, peel (DPD) and shear performance will depend on the chosen engagement surface

To select the right pattern for the required performance, the following factors should be considered:

- What is the landing zone made of? (e.g. are natural fibres blended in?)
- What is the fibre/filament size?
- What is the availability of the fibres/filament to engage with the elements?

Modified surface

We provide different options for modification of the engagement surface, to enhance performance with different textile structures and compositions:

- Unmodified
- Enhanced retention

Optimised

Modified backing

We provide different options for modification of the backing of the fastener to enhance compatibility with adhesives and glues:

- Unmodified
- Tuned modification

Optimised



Scan QR Code to read
in-depth knowledge articles
about our hook fasteners

Glue

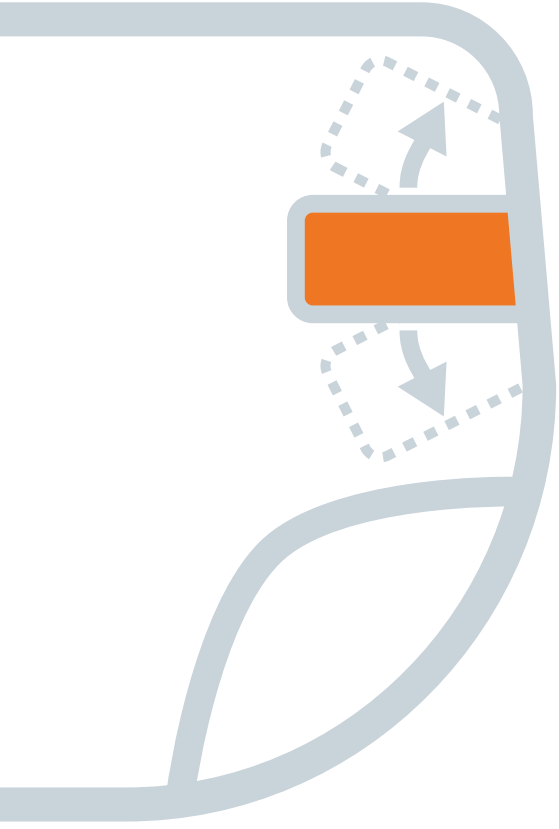
Our fasteners are available without adhesive or with the adhesive pre-applied by Binder for those looking for simplicity or with limitations in their production capabilities.

- Without adhesive
- With adhesive

Optimised

Compatible with multiple landing zones





‘Hook anywhere’ technology

Customer benefits

- Lightweight structures
- Reduces/removes:
  - Component shipping costs
  - Material consumption
  - Energy consumption
  - Production complexity
  - Cost of loss: quality non-compliance

Consumer benefits

- Maximised fit for different body shapes
- Ease of use for caregiver
- Less waste of material

Conventional landing zones

We offer touch-activated ultra-thin film fasteners for baby diapers and incontinence products with conventional landing zone designs.

- Works with various landing zone materials
- Easy to convert
- Easy to handle
- Tunable peel and shear forces



Conventional hook-and-loop versus ‘Hook anywhere’ design

Test material	Fastener type	Landing zone	Diaper brand	Peel force (N-average)	Shear force (N-average)
Commercial products	Conventional hook	Dedicated loop	A	2.1	30.0
			B	3.0	23.0
			C	3.5	19.8
			D	7.0	70.0
	High performance ‘Hook anywhere’ fastener	Corresponding backsheet fabrics	Nonwoven 1	3.1 to 3.4	44.4 to 48.1
			Nonwoven 2	3.4 to 3.8	37.2 to 47.5
			Nonwoven 3	3.6 to 4.4	39.3 to 45.1

A new generation of in-line welding

Through the collaborative efforts of Binder, MS Ultrasonic and Andritz Diatec a new ultrasonic welding solution for producing a closure system without adhesives or glue has been developed and commercialised.

This sustainable solution is an efficient alternative to conventional glueing methods, which optimises both wearing comfort and cost-efficiency while minimising design changes in diaper and incontinence product construction.



This new generation of in-line welding makes it possible to achieve the same or better performance in a simpler construction, while minimising product and process modification and associated brand risk.

This gives product manufacturers maximum flexibility in the way they present the product improvement and sustainability enhancement to their target markets.

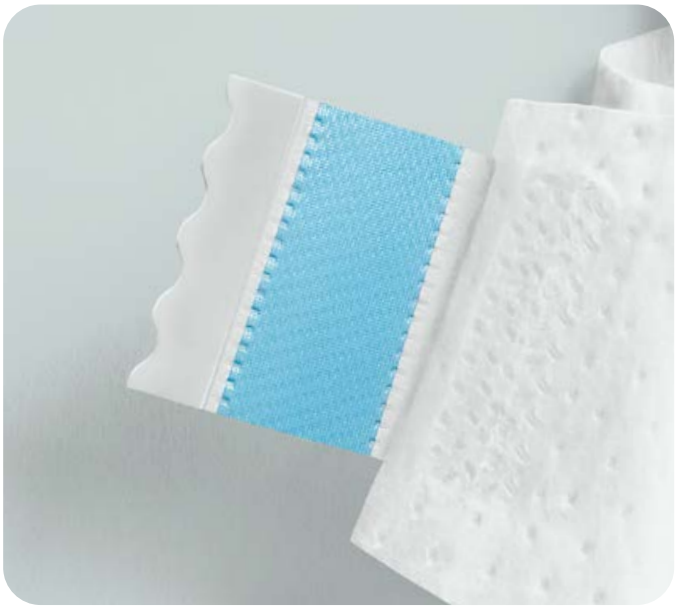
Our new in-line welding technology makes it possible to produce a closure system without adhesives or glues. Thanks to this innovation, a particularly soft closure is achieved, which also reduces production costs and simplifies processing. This sustainable solution is an efficient alternative to conventional glueing methods and optimises both wearing comfort and cost-efficiency.



The modified welding technology is patented and has patents pending to Gottlieb Binder GmbH & Co. KG

How to reduce costs in a sustainable way

Directly integrating proven, trusted ultrasonic technology into your production line delivers multiple benefits for your company.



Our new technology eliminates...

- direct costs of glues/adhesives
- cost of modifying fastener tape for adhesive compatibility
- costs in stored 'expired' products
- complex components
- need for glue clean-up

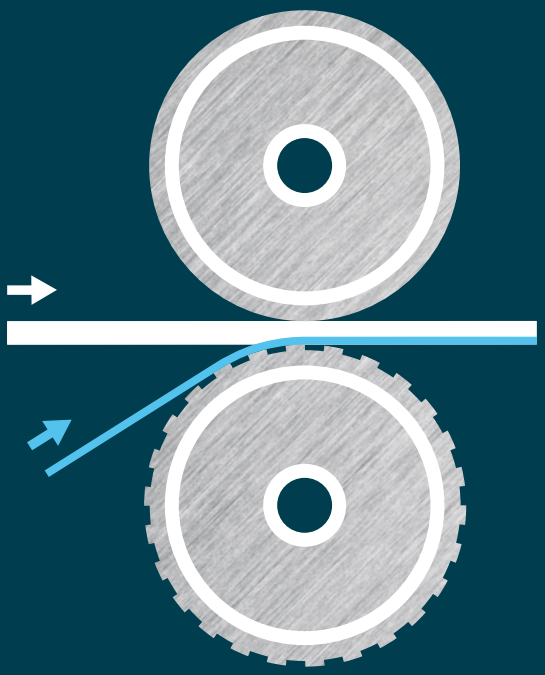
More efficiency through reduced...

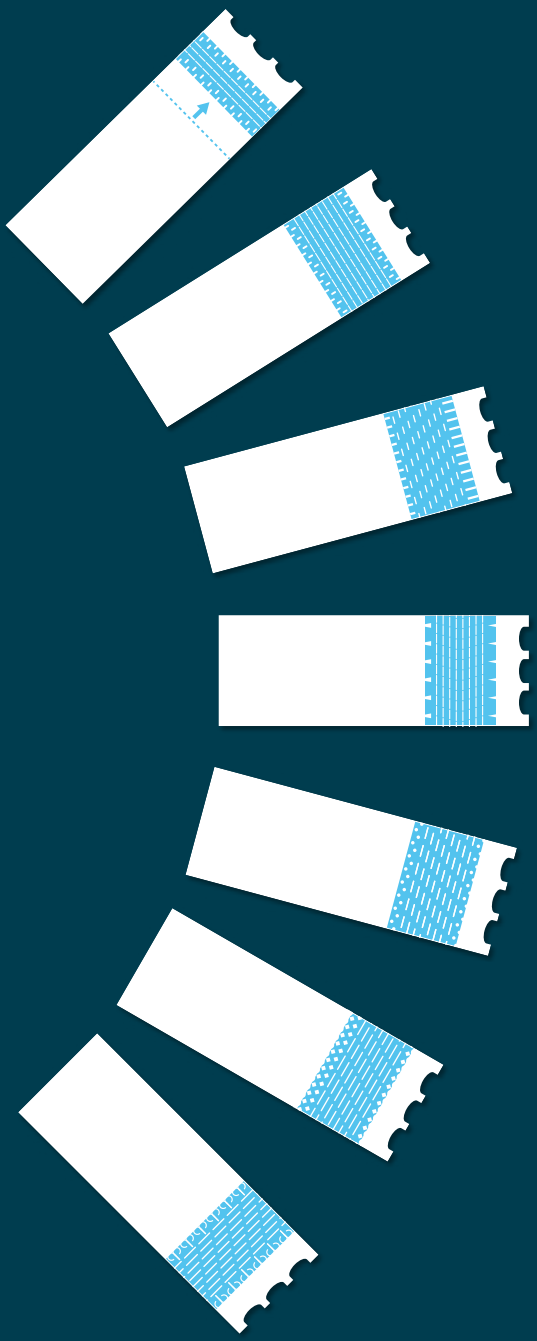
- energy costs
- waste disposal costs
- use of Binder's fastener
- logistics costs/warehousing
- production losses (unit yield/day)
- risk of glove tears in use

Achieve improved sustainability by combining performance with simplicity

Minimise complexity

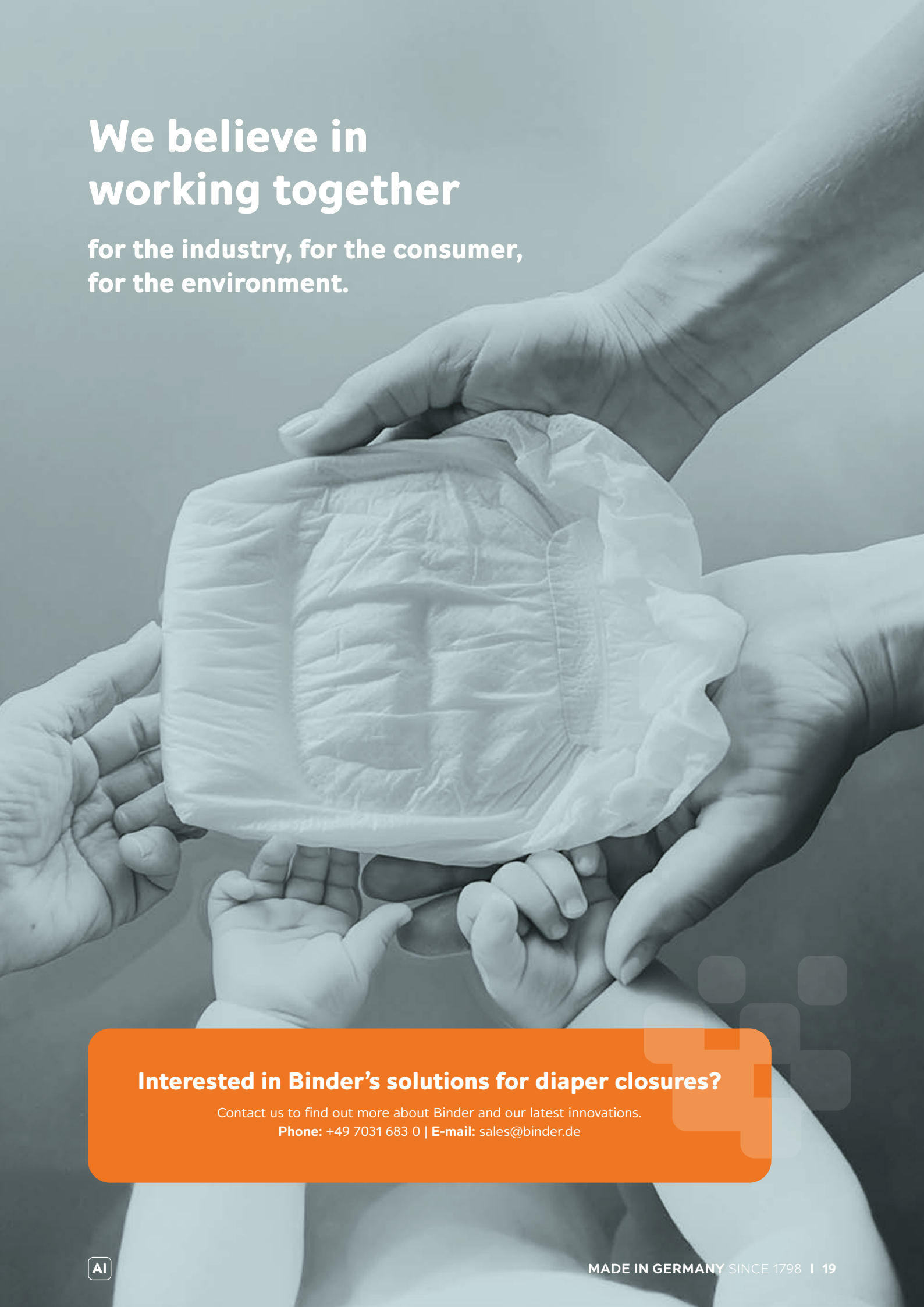
- Remove need for glues/adhesives
- Simplify clean-up
- Retain fastener performance





Maximise efficiency

- Reduce costs: energy, waste disposal, logistics/warehousing
- Higher production yield
- Decrease storage requirements



We believe in working together

for the industry, for the consumer, for the environment.

Interested in Binder's solutions for diaper closures?

Contact us to find out more about Binder and our latest innovations.
Phone: +49 7031 683 0 | **E-mail:** sales@binder.de

Gottlieb Binder GmbH & Co. KG
Bahnhofstrasse 19
71088 Holzgerlingen | Germany

Phone: +49 7031 683 0
E-mail: info@binder.de
Web: www.binder.de

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