

Press Release

2014/07/16

“Henkel High Tech Adhesives & Coatings Academy”

First-hand Knowledge that Makes the Difference

At the beginning of June this year, Henkel hosted a “Henkel High Tech Adhesives & Coatings Academy” event at the “High Tech Campus” in Eindhoven, the Netherlands. The aim was to provide customers in the electronics industry and other industries with first-hand information on high tech adhesion programs for markets where smart engineering and technology makes the difference. As well as attending modular presentations and a product exhibition, customers also had an opportunity to talk in depth to the Henkel experts present.

As the world leader in the manufacture of adhesives, sealants and functional coatings, Henkel offers a comprehensive product and technology portfolio to facilitate provision of tailor-made customer solutions. Henkel wants not only to further develop existing customer solutions but also to open up new applications and technological opportunities so as to both further strengthen its innovation and technological leadership and continue driving profitable growth.

Henkel experts from the General Industry and Electronics businesses thus hosted a “Henkel High Tech Adhesives & Coatings Academy” event at the beginning of June to present the company’s latest adhesives-related innovations aligned to current market trends. Existing and new customers as well as industrial partners from the Benelux region were invited to select their own modular program of presentations from the day’s agenda, which covered the following topics: electrically conductive adhesives for temperature sensitive components; lead-free solder materials for high-reliable applications; thermal interface materials for the heat management in handheld devices; optically clear adhesives for display applications; biocompatible adhesives for medical devices; and electro ceramic coating for the light metal surface treatment. There was also a product exhibition at which the over 100 attendees from the automotive, medical engineering and lighting industries had an opportunity to see



Henkel's innovations for themselves, and also to gain further insights in one-on-one talks with the Henkel experts responsible.

“Direct customer contact is essential for us as a globally active company. And in order to meet up with customers from the Benelux region, we decided on Eindhoven's 'High Tech Campus' as our venue, not least because the Campus is also the site where many of our customers have their R&D centers. Thanks to the modular agenda, the participants were able to structure their day as they desired, attending only those presentations of relevance to them. They also had plenty of opportunity to talk to the technology experts about the innovations on show,” says Eszter Marai, Marketing Manager for the Electronics business at Henkel.

— “We have been working with Henkel for some years now and are very satisfied with the electro ceramic coatings from Bonderite that we use in plasma coating for our medical engineering applications. Despite the short drying time, they are able to withstand even extreme conditions on virtually all surfaces and substrates,” says Wijnand Florijn, Sales & Product Manager at Maan Engineering, Netherlands. “The event demonstrated once again how far advanced Henkel's technologies are. We do not have much experience in the field of surface treatment, so the presentations today have provided me with plenty of new ideas for our business.”

— “For over 20 years, we are using Henkel's high conductive inks that have been developed and adjusted to our needs in terms of functionality and processing to produce our automotive sensing solutions. Thanks to our successful collaboration with Henkel, we generated new business opportunities, are able to quickly respond to customer demand and thus improved our customer satisfaction,” agrees Dr. Driss Chabach, Manager for Material Development at IEE, Luxembourg. “At the event, I got valuable information about complementary fields such as the heat management in hand-held devices in which we will definitely continue this collaboration.”

Live webinars of presentations for the electronics industry

— Interested professionals unable to personally attend the event are invited to log onto the website www.henkelhightechacademy.com to watch live webinars in English on the following topics:

- “Electrically Conductive Adhesives for building reliable connections” (September 5, 2014),
- “Thermal Interface Materials – Novel solutions for power electronic and for heat management in handheld devices” (September 19, 2014).

Registered participants will also have an opportunity after each presentation to put their questions directly to the presenter, and relevant documentation will also be available for downloading.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

Contact	Lisa Kretzberg	Holger Elfes
Phone	+49 211 797-56 72	+49 211 797-99 33
E-mail	lisa.kretzberg@henkel.com	holger.elfes@henkel.com

Henkel AG & Co. KGaA

The following material is available:



Henkel experts Lucie Heidar and Maarten Adolfs explain the applications of biocompatible adhesives for medical devices to a customer (right).



Electronics expert Nicholas Havemann (right) explains the advantages of electrically conductive adhesives for temperature sensitive components in vehicles to two interested customers.



At the product exhibition, the over 100 attendees had an opportunity to see Henkel's innovations for themselves, and also to gain further insights in one-on-one talks with the technology experts responsible.