

Press-Information

Düsseldorf, December 2008

Extract from Dossier Performance based on Sustainability /Original Recordings and Interviews



Christian-Andre Weinberger

Global Chief Marketing Officer in the Laundry & Home Care business sector
(U-W)

“We believe that focusing on the performance of our brands parallel to our sense of responsibility toward people and the environment – Performance based on sustainability – generates great potential for encouraging the development of more innovative products and smarter solutions. The added value of the combination of ‘Quality & Responsibility’ must be communicated in a way that will make it easy for the customer to reach the responsible decision. They purchase the best product performance along with the more ecologically sound solution. We are committed to this worldwide, and we indicate it with our ‘Quality & Responsibility’ logo. Henkel has thus again demonstrated its leading role in sustainability.”

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