

Press-Information

Düsseldorf, March 2009

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



Mexico

Rosalinda Treviño

Head of Research & Development, Laundry / Home Care

“For us, sustainability has become part of our culture of innovation. At R&D, for example, we have contributed to increasing the utilization of materials from renewable sources by up to 50% in our liquid detergents. Our powder detergents were the first in the Mexican market to have phosphate-free formulas. Our colleagues in Production have significantly optimized water and energy consumption in their processes so that we are even able to exceed the requirements of local environmental regulations. For this achievement, we were already granted certification as an “Industria Limpia” (Clean Industry) by the Mexican Organization for Environment Protection in 2007. Our sustainability performance has helped us to stand out in the market.”



USA

James A. Serenson Jr.

Director of Marketing, Loctite

“Sustainability is an important industry trend and critical to our strategic direction. For the North American market, we have assigned dedicated resources to develop Henkel’s business in the fast-growing renewable energy markets. With our tailor-made adhesives for fuel cells and solar cells, for instance, we make important contributions to advance the development of these clean energy sources. Given the current dependency on fossil fuels and the rising prices for crude oil, working on the ‘energy sources of the future’ is both relevant and exciting.”



Lebanon

Georges Rizkallah

Supply Chain Manager, Laundry / Home Care

“When I joined Henkel at the end of 2005, we took on the challenge of making the Beirut plant fully compliant with the Henkel standards for safety, health & environment [SHE]. In less than three months, we managed to turn around the previously non-acceptable situation at the plant and establish a whole new safety culture. Today, we are at over 1,800 days accident-free. It was a very rewarding experience, and completely changed the way we all work and behave at our plant. Thanks to SHE standards, we are now providing our people with a safe work place and a clean environment that we are all proud of. We were successful because everyone was involved, from top management to production floor.”



Canada
Isabelle Valois
Market Development Manager

“Sustainability is not just a marketing trend, but a real chance for innovation and competitive advantage. Interview results from a survey done in 2007 showed that our industrial customers are increasingly concerned about sustainability. They expect assistance from suppliers like Henkel in reaching their own sustainability goals – such as making their processes more energy-efficient. In response to this concern, we initiated a customer-focused sustainability team with employees from different job functions within the Industrial Adhesives department – with the goal of positioning Henkel as the leading sustainability partner for our customers.”

Press-Contact:

Heike Ambaum

Corporate Communications/Human

Resources PR

Telefon: +49-211-797-2942

Telefax: +49-211-798-9208

Bettina Fischer

Corporate Communications/Online PR

Telefon: +49-211-797-7176

Telefax: +49-211-798-17176

www.henkel.de/presse

press@henkel.com

Henkel AG & Co. KGaA

Head of Corporate Communications:

Ernst Primosch, Corporate Vice President