



Press release

Düsseldorf, July 14, 2009

Henkel at Drinktec 2009

Clothes make the man, labels make the brand

...and something else is crucial for the success of a product: a wafer-thin layer of adhesive film providing perfect bonding of a label. Henkel is a supplier of highly performing adhesives and intelligent system solutions for all kinds of labeling applications in the beverage industry. The company will present its latest product innovations at Drinktec 2009 in Munich, Germany.

Against the background of economic crises sustainability is considered as tomorrow's key success factor. Already today, Henkel offers labeling technologies that make resource utilization more efficient and increase production costs at the same time. By acquiring the adhesive business of National Starch, Henkel has expanded its product portfolio considerably. With its brands Eticol, Euromelt, Optal and Technomelt, the company will be presenting highly advanced adhesive technologies and further equipment for elaborating optimal production processes at this year's Drinktec.

The new generation of Euromelt hot melt adhesives has been designed to provide high performance labeling of PET bottles. The advanced hot melt adhesives based on synthetic high performance polymers comprise high adherence and clean running. "By developing the product line of Euromelt 100 and Euromelt 150, Henkel pioneered in making the technology applicable for labeling PET bottles. Before, these types of hot melts were designed only for adhesion of cartons and folding boxes", says Claudia Brueckner, Marketing Manager EOL/ Labeling EMEA. Compared to common products, Henkel's new labeling hot melts reduce costs by up to 30 percent.

As a provider of system solutions, Henkel offers advanced adhesives and the equipment required for perfect production flow. CASS, Henkel's Central Adhesive Supply System, secures reliable process control of water based adhesion systems. There are available four versions of supply units - from manual to fully-automated,



depending on customer needs and labeling requirements. The CASS concept ensures reliable and high quality labeling without cost-intensive downtimes. With SMART Data, the integrated, electronic measurement tool, Henkel has brought a real innovation to market, providing an easy to use consumption monitoring and controlling tool. By maintaining minimum consumption, SMART Data reduces costs by up to 20 per cent.

Henkel at Drinktec 2009

From 14th to 19th September, Henkel will be showcasing comprehensive information on its product portfolio at Drinktec 2009 in Munich, Germany (Hall A3, stand number 123).

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

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

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Available photo material:



Choosing the right adhesive is crucial when labeling beverage bottles.



Depending on the customer's requirements, Henkel offers a wide range of adhesive technologies.