

Henkel in Brazil

Henkel entered the Brazilian market in 1955 when it founded the joint venture company Henkel do Brasil. The first production facility for P3 products and textile and leather auxiliaries was opened in 1958. Today, the Henkel Group markets and produces in Brazil cosmetics and toiletries, consumer and craftsmen adhesives, and industrial adhesives, sealants and surface treatments. Activities in Brazil, Chile and Argentina are now steered through Henkel Limitada.

Sites

The Henkel Group has four production sites in São Paulo.

Employees

The Henkel Group employs 651 people in Brazil.

Sales in 2004

In 2004, the Henkel Group generated sales of 95 million euros in Brazil.

The main brands

► **Laundry & Home Care:**

Igora, Bonacure

► **Consumer and Craftsmen Adhesives:**

Loctite, Pritt

► **Henkel Technologies:**

Loctite, Liofol, Hysol, P3

Further information

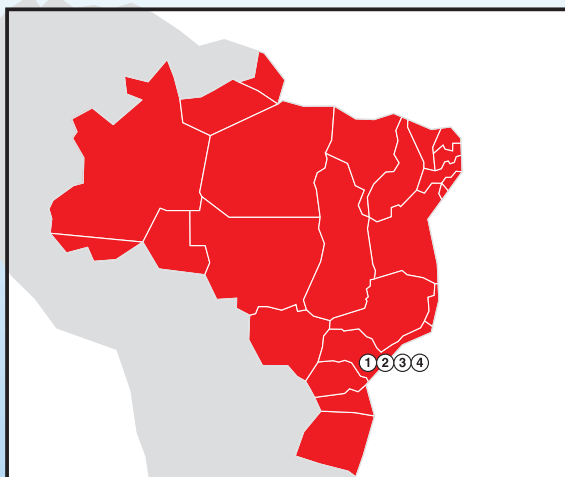
www.henkel.com.br

IGORA



LOCTITE

Hysol®



Diadema/São Paulo	①
Itapevi/São Paulo	②
Jacareí	③
Vinhedo	④