

Henkel in Italy

Henkel has sold laundry detergents and household cleaners in Italy since 1933. Its launch of the laundry detergent Dixan in 1959 was a great success. The sales organization for chemical and technical products was consolidated in Henkel Chimica in 1971. In the 1980s, Henkel acquired additional companies, enabling it to enter the Italian cosmetics market. Today, Henkel produces and markets in Italy laundry detergents and household cleaners, cosmetics and body care brands, consumer and craftsmen adhesives, and adhesives, sealants and surface treatments for the industrial sector.

Sites

The Henkel Group has seven production sites in Italy.

Employees

1,599 people work for the Henkel Group in Italy.

Sales in 2005

The Henkel Group generated sales of 734 million euros in Italy in 2005.

Major brands

- ▶ **Laundry & Home Care:** Dixan, General
- ▶ **Cosmetics/Toiletries:** Neutromed, Testanera Brillance
- ▶ **Consumer and Craftsmen Adhesives:**
Loctite, Metylan, Pattex, Pritt, Sista
- ▶ **Henkel Technologies:** Adhesin, Bonderite, Hysol, Liofol,
Loctite, P3, Technomelt, Teroson

Further information

www.henkel.it

Dixan

General

Neutromed
pH5.5
DERMO-EQUILIBRIO

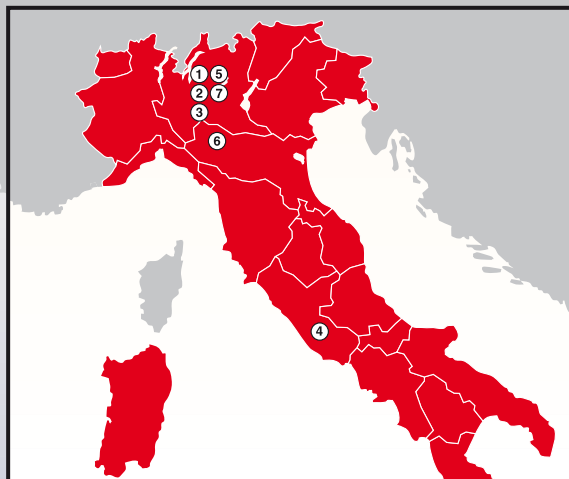
BRILLANCE

Metylan

Sista

Liofol
"step by step ahead"

Adhesin



Caleppio di Settala (Milan)	①
Casarile (Milan)	②
Cerano	③
Ferentino	④
Lomazzo	⑤
Parma	⑥
Zingonia (Bergamo)	⑦