



Press release

October 19, 2009

Henkel's Laundry & Home Care business sector honored

Henkel wins Award for Excellence in Supply Chain Customization and Innovation

Henkel's Laundry & Home Care business sector is the winner of the 2009 Award for Excellence in Supply Chain Customization and Innovation. This General Industries Award is conferred by Boston Strategies International. The internationally operating consulting firm has conducted an in-depth global supply chain benchmark study in which diverse companies responded from all over the world.

Düsseldorf – “Supply chain performance has become a strong differentiator in FMCG industries,” says Dr. Dirk Holbach, Corporate Vice President Global Supply Chain Operations. “Our global supply chain transformation program enables us to better serve and focus on our customers. We are therefore honored to receive the General Industries Award for Excellence in Supply Chain Customization and Innovation for our Laundry and Home Care business sector.”

Henkel's Laundry & Home Care business sector was a performance leader in several key supply chain customization and innovation metrics. For example, Henkel's business sector placed first, ahead of any other company, on the strength of the following scores:

- Product design and development with the support and input of the supply chain staff
- Customer segmentation and profitability
- Flexibility within supply chain and production



- Customer service levels
- Response time to customer inquiries

The awards were assigned to three industry categories: Oil, Gas & Petrochemicals, Process Industries, and General Industry. In each of these categories, winners were determined in four areas, based on their demonstrated supply chain processes and performance in four dimensions: cost leadership, reliability, customer satisfaction, and innovation. The overall winners were invited to receive their awards at a festive ceremony in Dubai on October 18, 2009.

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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