



Press Release

Düsseldorf, February 12, 2009

Presentation of the 2008 Fritz Henkel Awards for Innovation

Ingenious innovators with a nose for business

Some things are just too amazing to be true. At least, that's what some people think. Nevertheless, true they most certainly are! And at Henkel, the development hit list is constantly being replenished with product innovations that not only prove doubters wrong, but also occasionally turn the market on its head. Each year the "Fritz Henkel Awards for Innovation" are conferred for just that kind of "interference". Named after the company's founder, appropriately these accolades are in recognition of the kind of genius and business acumen that he represented in his time and that Henkel's employees are to this day encouraged to emulate.

To qualify for a "Fritz Henkel Award for Innovation", candidates have to satisfy the same criteria that have consistently applied since 1982 – for not only must the innovation be clear-cut and convincing, it also has to generate success in the marketplace. The awards are an indication of how important innovation is for a progressive and globally active company. Albrecht Woeste, Chairman of the Supervisory Board and of the Shareholders' Committee at Henkel, presented the 2008 awards to the winning team from each of the company's three business sectors. And in so doing he confidently asserted: "Given the constant stream of ground-breaking ideas that Henkel regularly converts into real market success, there can be little doubt that the company is well equipped to meet whatever challenges the future holds."



The 2008 awards went to the following projects:

- **Purex Natural Elements / Terra Activ:** The Purex Natural Elements line was able to quickly establish itself as the number one in the US market among detergents based on natural raw materials. The innovative formulation combines excellent laundry power and performance with the best possible environmental compatibility. And Purex has also served as the conceptual precursor and ground-breaker for the launch of the new Henkel brand Terra Activ in five product categories.
- **Drei Wetter Taft Power with the Cashmere Touch:** The innovative Schwarzkopf Drei Wetter Taft line, offering “power with the cashmere touch” has been developed especially for dry, tired hair. It is the first product to reconcile two previously contradictory demands: Ultra-strong hold plus unique, cashmere-like suppleness imparted to the hair.
- **Pattex “Instant Tack” Assembly Adhesives:** The innovative “Instant Tack” assembly adhesives from Henkel are revolutionizing a wide range of application processes by offering a previously unheard-of level of instant adhesion, often rendering mechanical fixings such as screws or nails superfluous. The formulations have been further developed with pioneering gusto, so that now all Henkel's assembly adhesives – whether water-, solvent- or polymer-based – offer the same instant tack advantages.

The date of the official presentation of these awards coincides with “Henkel Innovation Day”, a day that serves to remind the company's 55,000 employees of how hugely important new product ideas are as a means securing a more successful future. This was also emphasized by Henkel CEO Kasper Rorsted in his laudatory address to the award winners: “I congratulate you on your success, I thank you for your commitment and I urge you to infect every Henkel colleague all over the world with your innovative spirit.”

You will find more information on the award-winning projects in the Annex attached.

Photo material can be found on the internet at: <http://www.henkel.com/press>.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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Annex

Purex Natural Elements / Terra Activ: Power and nature – a sustainable combination

Since 2008, all Henkel's laundry and home care products have sported a banderole carrying the words "Quality & Responsibility" to express one of the company's fundamental credos. Indeed, Henkel works tirelessly to ensure not only that it manufactures products of first-class quality but also that its activities are in keeping with the requirements of sustainable development – for example, by promoting environmental protection and resource conservation. This is epitomized by Henkel's innovative concept of "Performance based on Sustainability" for its laundry and home care products, an approach that has also now been recognized with a 2008 Fritz Henkel Award for Innovation. It was first implemented in the form of the laundry detergent series Purex Natural Elements launched onto the North American market. The formulation is made up exclusively of surfactants – wash-active substances – based on renewable raw materials. Even the fragrance essences contain only natural ingredients. Purex Natural Elements has made it to the number-one spot among the USA's natural laundry detergents and it is the first branded laundry detergent to receive from the US Environmental Protection Agency the coveted "Design for the Environment" (DfE) award.

Purex has also served as the conceptual precursor and ground-breaker for the launch of the new Henkel brand Terra Activ in five product categories.

The great success garnered by both product lines in their appeal to environmentally aware consumers on two continents serves to underpin the technological and competitive lead that Henkel enjoys in the race to unite high product performance with environmental compatibility.

The Schwarzkopf Drei Wetter Taft line “Power with the Cashmere Touch”: Ultra-strong hold and cashmere-like suppleness – a unique combination

For 111 years now, Schwarzkopf – one of Henkel's strongest umbrella brands – has regularly revolutionized its markets with a stream of innovations, as exemplified by the hairspray line Drei Wetter Taft. Just last year, this leader of the European styling market won another Fritz Henkel Award for Innovation. Yet no one was tempted to rest on their laurels. On the contrary: Now, uniquely, this brand has been able to satisfy a consumer requirement that was previously regarded as unfulfillable: Ultra-strong hold in combination with supple hair. Henkel's hair specialists have developed a range of special formulations in order to reconcile these two apparently contradictory demands. The styling foams feature the innovative polymer “Celquat” based on natural polysaccharides, which are long-chain sugar molecules. In the case of the hair sprays, the key lies primarily in a special silicone oil that envelops the hair in a smooth and uniform polymer film. This imparts to the hair a smooth, even surface with a touch as soft as cashmere. Anyone suffering from dry and tired hair will experience a completely new feel with this “cashmere touch”. This new hair sensation has already been the subject of a successful advertising campaign featuring German supermodel Heidi Klum, and now female consumers in Europe have shown themselves to be delighted with this innovative product range. Drei Wetter Taft has experienced a significant increase in sales, substantially extending its lead in the European styling market.

Pattex “Instant Tack” Assembly Adhesives: Immediate and intense

Henkel is making sure of the ever-increasing popularity of instant-tack assembly adhesives among both professional craftsmen and do-it-yourselfers alike. The company has, for years, played a pioneering role in developing this sophisticated technology, introducing a regular stream of improvements along the way. The benefits are obvious: The new “Instant Tack” assembly adhesives from Henkel eliminate the need for mechanical fixings to hold parts together – screws and nails become simply surplus to need. Then there is the speed and ease of use that comes with these products, because “Instant Tack” bonding agents offer immediate adhesion. The strength of these adhesives has been impressively demonstrated in tests involving a brick: This is bonded to the surface of a vertical wall and immediately stays stuck without any visible slippage. The Fritz Henkel Award was conferred upon the Pattex assembly adhesive team in recognition of a successful symbiosis between effective marketing concept, pioneering further development work on the formulations, and a successful global rollout. For the first time, the benefit of a strong instant tack has been incorporated into all Henkel’s assembly adhesive lines. And that means that all its water-, solvent- and polymer-based assembly adhesives promise to outperform mechanical fixing techniques. By the end of 2008, these products had already been launched with enormous success in 36 different countries. And the outlook for the future is excellent – for the conquest of the world’s markets by these products has really only just begun.