



**Press release**  
Düsseldorf, June 18, 2007

## Henkel's Full-Scale Redesign on the World Wide Web

# The New Platform: Henkel Brands on Stage

Internet visitors who click on Henkel's new Web site, are being met with a completely redesigned international, North American or German presence designed on the strategic concept of "Brands on Stage." The company – renowned for quality and innovation in more than 125 countries around the world – has for the first time integrated its corporate and brand worlds on-line. The virtual visitor can now easily obtain a comprehensive insight into Henkel's extensive range of brands and system solutions. The successful launch of [www.henkel.com](http://www.henkel.com), [www.henkelna.com](http://www.henkelna.com) and [www.henkel.de](http://www.henkel.de) represent the first milestones of a worldwide Henkel Internet relaunch project.

Düsseldorf, Germany – Modern, fresh, unique – these are just some of the adjectives describing the newly relaunched Henkel Web sites [www.henkel.com](http://www.henkel.com), [www.henkelna.com](http://www.henkelna.com) and [www.henkel.de](http://www.henkel.de). "A modern and user-friendly Internet presentation is an essential base requirement for companies today," explains Henkel international communications Corporate Vice President Ernst Primosch. "Henkel's new Web site focuses on satisfying the information requirements of our customers and other visitors. The initial feedback has been very positive, providing proof that our web pages are both appealing and informative."

Right from the home page of the new Web site, the spotlight is on Henkel's strong product brands. A brightly illuminated stage provides the backdrop for a selection of



significant brands from the company's Laundry & Home Care, Cosmetics/Toiletries and Adhesives Technologies business sectors. The "Brands & Solutions" section provides a comprehensive insight into Henkel's extensive range of brands and system solutions. The regional and local Web sites will offer localized product and brand information for their specific countries. In addition, the sections "Press & Media Relations", "Investor Relations" and "Careers" provide comprehensive information together with extensive download opportunities for journalists, analysts, investors and interested job candidates.

"About Henkel" introduces the company, its organizational structure and its three operating business sectors. The "Sustainability" section provides information on the company's policies and activities relating to corporate social responsibility. "Innovation" offers an overview of Henkel's research and development activities, and its innovation campaign including the "Henkel Innovation Trophy" aimed at attracting submissions from creative minds outside the company. The "Henkel Smile" section provides an overview on the international and German Web sites of Henkel's corporate citizenship activities – i.e. those social projects extending beyond the company's business operations.

### **Equipped for the Internet of the future**

In addition to the speed of the new upgraded technical platform, Web site visitors will experience a significantly extended and improved search function and the incorporation of a product catalog. External partners for the project included the agency edoras of Pforzheim, Germany, engaged to perform the technical implementation of the project, including the content management system, RedDot v7.1 from Open Text, Hybris of Munich, Germany the provider for the product catalog, Pixelbox of Dortmund, Germany for integration of the Media Online image database within the Web site environment, and the U.S. agency Plante & Moran of Detroit, Michigan who assisted with the technical implementation. The new Web site was designed by the agency Plenum, Stoll and Fischbach of Herrenberg, Germany.

The launch of the new [www.henkel.com](http://www.henkel.com), [www.henkelna.com](http://www.henkelna.com) and [www.henkel.de](http://www.henkel.de) Web sites constitutes just the first milestone of the worldwide Henkel Internet relaunch project. The new platform will be further developed and additional functionalities will be added over the next few years. The next step is to gradually align the 50 Henkel country Internet subsites to the new structure, the new technical platform and the new design format.

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 Adhesives Technologies – and ranks among the Fortune Global 500 companies. In fiscal 2006, Henkel generated sales of 12.740 billion euros and operating profit of 1,298 million euros. Our 52,000 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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For the new Web sites, go to

<http://www.henkel.com> (international)

<http://www.henkelna.com> (North America)

<http://www.henkel.de> (Germany)

There is a special section for journalists at: <http://henkel.com/press>