



## Press release

February 11, 2010

'Best Sustainability Brand'

### Henkel among the 'Best Brands of 2010'

For more than 134 years, Henkel has been combining leading brand quality with responsibility toward people and the environment. And its performance in this field has been recognized by numerous awards along the way. Now, in the special category 'Decision-makers' Best Sustainability Brand', Henkel has been honored with the '2010 Best Brands Award'.

Düsseldorf, Munich – That Henkel is synonymous with sustainability has now been further confirmed by a representative survey covering 750 major decision-makers – leading managers, self-employed consultants, free-lance professionals and senior civil servants in Germany. Based on criteria such as environmental alignment, resource conservation, social engagement and employee responsibility, this high-caliber grouping has selected the best sustainability brand in Germany – with the majority deciding in favor of Henkel. In Munich yesterday, the company received the '2010 Best Brands Award' in the special 'Sustainability' category. 'Best Brands' is a German brand ranking award, now in its seventh year. The event organizers include the business magazine 'Wirtschaftswoche', consumer researchers GfK (Gesellschaft für Konsumforschung) and 'Markenverband' – the German Brands Association.

"We are delighted at this award and the recognition that it confers on our sustainability strategy," commented Henkel CEO Kasper Rorsted. "We have publicly committed to delivering the best possible quality in combination with effective environmental protection and corporate social responsibility. Sustainability is one of the salient features of Henkel, and we want to further expand our leading role in this domain."

For decades, Henkel has been integrating the principle of sustainable development within its business processes along the entire value chain. For example, the company has committed to ensuring that all new products make a contribution to sustainability in at least one of its focal areas: 'Energy and Climate', 'Water and Wastewater', 'Materials and Waste', 'Health and Safety' and 'Social Progress'. This criterion is explicitly incorporated within the innovation process right from the start of the product development phase.

Christian-André Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer for the Laundry & Home Care business sector at Henkel cites an example of the company's approach: "With outstanding product performance based on sustainability, Henkel is setting new quality standards for innovative, sustainable consumption while providing consumers with identifiable value-added. Sustainability is set to be a major driver of innovation over the next decade and is already a decisive factor for success in the competitive marketplace. As an example of our 'Performance based on Sustainability' concept, we have now developed Actic Power under the Persil brand, a detergent that – thanks to super-efficient enzymes – is able to develop its laundry power at just 15° Celsius. And washing at lower temperatures not only reduces energy consumption but also protects the purse thanks to lower overall costs."

Henkel's performance is repeatedly ranked as 'excellent' both in many national and international ratings, and also by its customers. At the last World Economic Forum in Davos, for example, 'Corporate Knights' – a magazine specializing in sustainability and CSR – presented its list of the world's 100 most sustainable companies. Henkel was ranked as the second best German company, taking eleventh position overall. And in a ranking of the DAX 30 companies published in January 2010 by the sustainability ratings agency Sustainalytics, the company achieved another outstanding second place. In 2009 Henkel was once again included in the Dow Jones Sustainability World Index (DJSI World) as an industry leader in the fast moving consumer goods (FMCG) market segment. Further, Henkel was included in the group of companies within this index that, in the review period, have made most progress in the advancement of the sustainability cause.

Henkel provides extensive information on sustainability and corporate social responsibility, plus all the relevant rankings and ratings, on its website [www.henkel.com/sustainability](http://www.henkel.com/sustainability).

**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 50,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend."

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