



Press Release

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Adhesin FiberPlus from Henkel – a new softener concept for hygienic paper

A difference you can feel

A new generation of softeners is revolutionizing the manufacture of hygienic paper. With Adhesin FiberPlus, Henkel has launched an innovative range of products onto the market that enhances well-being in related applications. The advantages of the new concept: instead of the conventional coating of the paper, the new Henkel softener penetrates deep into the cellulose fibers, increases volume and therefore optimizes the softness of the tissue.

The requirements placed on hygiene paper products – also known as tissue – are high: they have to be as soft as possible, yet tear-resistant and finally absorbent. Adhesin FiberPlus from Henkel is superior to this principle in every respect.

Softer, more stable and more voluminous, without changing absorption performance

With the FiberPlus concept, tissue manufacturers are able to choose from an attractive modular product portfolio. Unlike in the case of conventional superficial lotions, this new generation of softeners penetrates deep into the fiber web rather than merely coating the paper. As a consequence of this, Adhesin FiberPlus also strengthens the consistency and increases the volume of the tissue by up to five percent. The hygienic paper is thus provided with a unique and permanent soft touch without changing the absorption performance of the cellulose web. The products of the Adhesin FiberPlus range have been dermatologically tested for skin compatibility and meet all the requirements placed on a modern and sustainable solution: they are 100 percent water-soluble and completely biodegradable.

The Adhesin FiberPlus range also offers a completely new marketing approach thanks to the possibility of combining the softener, selected fragrances and care extracts. Consumers link certain scent sensations with specific product categories, memories or environments. Through the addition of a fragrance, therefore, it is possible to generate a special association with the product. The customer is also able to call upon the extensive expertise of the Henkel Fragrance Center in the selection of the right scent. A further attractive benefit lies in the fact that customers can select products with skin-protective constituents from the existing FiberPlus portfolio. Additions of vitamin E or Aloe Vera can, for example, protect the skin from free radicals or contribute to an enhanced feeling of relaxation.



Effective and affordable

Adhesin FiberPlus can be introduced into the production line simply and without cost-intensive conversion work. This innovative Henkel softener can be applied using all the conventional spray or roller systems currently in use, ensuring both the effective monitoring of the amount consumed and its precise and even metering. Aside from offering outstanding tissue product performance, Adhesin FiberPlus also convinces in terms of its efficacy. Unlike in the case of conventional superficial lotions, Adhesin FiberPlus is applied at the tissue manufacturing stage rather than in the pulper. This enables the processing speed of the pulper to be increased by up to six percent, without giving rise to any adverse effects. The process also offers the advantage that relatively small tissue batches – for example for marketing purposes – can be flexibly manufactured.

Utilizing this new softener concept, it is possible through the addition of Adhesin FiberPlus to define the quality of the hygienic paper at an earlier stage and to enhance product value even where the cellulose fibers used are of lower quality. Tissue manufacturers will also benefit from a significantly reduced risk of web breakage throughout the entire production process. The resultant increase in capacity utilization and high degree of flexibility and stability serve to further reduce production costs.

Adhesin FiberPlus products at a glance

With the Adhesin FiberPlus range, Henkel offers a total of three product variants that are specifically tailored to the requirements of tissue manufacturers. Adhesin FiberPlus Basic is the standard product of this innovative Henkel range. It achieves its maximum level of efficacy a good 15 days after application. Especially for products with skin-protecting ingredients, Henkel has developed Adhesin FiberPlus Care. And for those who want not only to feel the difference but also to smell it, Adhesin FiberPlus Active offers the ideal solution.

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 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our approximately 58,000 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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Following images are available:



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