



Press release

Düsseldorf, April 2009

Award for best supply chain goes to Henkel

Henkel receives “Supply Chain Management Award 2009”

A jury of twelve experts from industry, academia, specialist magazines, and business consultants honored Henkel’s Laundry & Home Care business sector on April 3 with the “Supply Chain Management Award 2009” for the successful global reorganization of its supply chain. The award is presented annually to the manufacturer with the best supply chain.

The “Supply Chain Management Award” is a competition open to manufacturing companies from all sectors. It recognizes innovative solutions in supply chain management that make a significant contribution to improving competitiveness. This year’s “Supply Chain Management Award” goes to the Laundry & Home Care business of Henkel for the successful global reorganization of its supply chain. Henkel has succeeded in establishing an integrated approach encompassing strategy, organization and processes throughout the supply chain. This has enabled it to effectively reorganize its supply chain on a global scale.

Awards ceremony with an audience of more than 300

The award was presented to Henkel on the occasion of the “ebs Supply Chain Conference” at the European Business School in Oestrich-Winkel, Germany, during a ceremony attended by more than 300 people. The award is conferred by PRTM Management Consultants in cooperation with the *LOGISTIK HEUTE* magazine and the Supply Chain Management Institute (SMI) of the European Business School. “Henkel has shown real excellence in rigorously aligning its supply chain to the company’s business strategy. Even more, the supply chain has become a decisive factor in implementing Henkel’s corporate strategy,” said jury member Harald Geimer, director of PRTM Management Consultants, praising the inspiring nature of the award-winning solution.

Top management backing and team spirit as vital ingredients

“Accomplishing such a dynamic modernization program with a global reach calls for ambitious targets, a clear strategy, and rigorous implementation. For us, the crucial success



factors were the backing we received from top management paired with the dedication and skills of our team,” said Dr. Dirk Holbach, Head of Global Supply Chain Operations, who led the program at Henkel’s Laundry & Home Care business sector.

Major efficiency increase – consistently implemented

Based on Henkel’s profitability and growth targets, the reorganization of Henkel’s supply chain on the global, regional and local levels perfectly reflects Henkel’s new business structures. Core elements are the geographical proximity of the production plants and distribution networks to the end customers, the exploitation of scale effects, continuous benchmarking, and overarching process and technology standardization. Among the pioneering results in this sector are the improvements achieved, including optimal product availability, simplification of the network, and even better capacity utilization in the individual production plants. At Henkel, the switch from national responsibility for supply chain and manufacturing to regional structures with multinational production and distribution networks is a key feature of the new policy.

Further material is available 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 fast-moving consumer goods, while the industrial business accounts for almost 40 percent of the company’s total sales. In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 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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