



Press Release

German PR Prize 2005

## Henkel recognized for global employee campaign

**With the help of a broad-based campaign, Henkel's "Vision and Values" are being anchored worldwide throughout the Henkel Group. The jury for this year's PR Prize of the German Public Relations Society (DPRG) found the campaign exemplary and recognized it by awarding it a second prize.**

Düsseldorf – The credibility earned by a globally operating company among its international customers depends upon how consistently its employees act on the basis of shared values and convictions. Since the beginning of 2004, Henkel's "Vision and Values" have been communicated through a worldwide intra-company communication campaign and are firmly anchored in all Henkel Group companies.

Ernst Primosch, Vice President and Head of Corporate Communications of the Henkel Group: "Henkel has operated in line with its corporate values for a long time. In recent years, however, the carve-out of the chemicals business, concentration on the present business areas, and, above all, the increased internationalization have changed our corporate landscape. The acquisition of large companies with their own traditions of many years' standing made it imperative for us to revise our values and to communicate them in a form that could be accepted, internalized, and lived by everyone involved."

Delineated under the vision "Henkel is a leader with brands and technologies that make people's lives easier, better, and more beautiful" are ten corporate values defining behavior and responsibility toward employees, customers, the environment and society. Primosch: "Working closely

with our international communications colleagues, we developed a communication concept that provides information regularly and that makes use of all available print and electronic media – international employee newspapers, posters, manuals, Intranet.” The campaign was heralded by a letter from the Chairman of the Management Board of Henkel KGaA, Ulrich Lehner, who thus documented the fact that the campaign enjoyed the full support of the top management. Members of the managerial staff were given a Manager Toolkit, which helped them to convey the corporate values to employees in a practical way in the course of their day-to-day work. The corporate values were linked to visual symbols, easily understood icons which employees can quickly learn. In addition, the Vision and Values were considered and discussed in almost all seminars and workshops.

Primosch: “The campaign works brilliantly, because it is based on two important prerequisites. First, we have the support of top management internationally. Second, we have developed the campaign in collaboration with our international communication colleagues and not simply forced it on them.” The jury for this year’s PR Prize agreed – and decided to recognize the Henkel values campaign.

“Henkel - A Brand like a Friend”. Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. The Henkel Group operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2004 the Henkel Group generated sales of 10,592 billion euros. More than 50,000 employees work for the Henkel Group worldwide. People in around 125 countries around the world trust in brands and technologies from Henkel.

September 2005

Contact

Henkel Group  
Corporate Communications  
Ernst Primosch  
Phone: +49-211-797-3533  
Fax: +49-211-798-2484

Lars Witteck  
Phone: +49-211-797-2606  
Fax: +49-211-798-9208

Photographic material is available at:  
[www.press.henkel.com](http://www.press.henkel.com)