



News Release

May 11, 2020

Creating a unique brand identity

New global packaging for LOCTITE anaerobic product range

Melbourne, Australia– Since the inception of the LOCTITE anaerobic product range, Henkel has partnered with many businesses to make the assembly and maintenance world more reliable and provide solutions for today’s manufacturers. In the process, the LOCTITE bottle has become the iconic symbol of quality, high performance and innovation in adhesives technology.

To reinforce the LOCTITE promise of quality, reliability and our best-in-class sales and technical support, Henkel is now launching a new bottle design for the LOCTITE anaerobic product range, creating a unique brand identity across the globe. The new design features micro-engraving in two textured areas and a micropatterned QR code, which gives the new bottle a distinguished look.

In addition, to simplify and ensure consistency of the LOCTITE brand, some minor cosmetic updates to labels for all LOCTITE anaerobic products were implemented at the same time. The new upgrade covers LOCTITE 50ml and 250ml threadlockers, thread sealants, gasket sealants, retaining compound as well as 2-step Structural Acrylic bottles.

Marco Battois, Head of Marketing for Adhesive Technologies at Henkel Australia and New Zealand, explained, “The change in packaging started as an exercise to verify the authenticity of our product range, so customers could be sure their product was not counterfeit. But it became an opportunity to include more product detail and

LOCTITE **TECHNOMELT** **BONDERITE**  **Schwarzkopf**  **Dial** **syoss** **Persil**  **all** **Bref**

information for customers. By scanning the QR code, customers will have access to the online portal where there is technical data, as well as How-to videos and a mobile product selector guide.”

Marco also reassured that the product formulation, performance and ordering number (IDH) were maintained. “The new bottle designs will not impact the way existing customers apply the product to their equipment. The new bottles are compatible with the original hand pumps,” Marco added. He also mentioned that Henkel were rolling out a number of innovations along with the new packaging, including a new handheld dispensing pump and a new “rattler” or “junker” machine that tests vibrational loosening.

“This will be used in our maintenance and repair workshops. These workshops are an integral part of the training we provide, and the rattler enables us to create what we call the ‘LOCTITE moment’ – this really shows the end user why they should be using the LOCTITE anaerobic products in their maintenance practices,” Marco said.

“LOCTITE invented the anaerobic technology over 60 years ago. And the red bottle that contains LOCTITE threadlocker adhesive is recognised worldwide. It is iconic,” Marco said. “The brand is recognised and established for being reliable. I could not be more excited about the re-launch of our LOCTITE anaerobic product range with enhanced packaging. We are living in a moment that will become a historical event remembered for decades in shaping the future of LOCTITE branded Anaerobic adhesives.”

How does LOCTITE branded threadlockers help our customers?

Mechanical locking devices such as split washers, nylon nuts and flat washers were invented to solve the common problem of loosening that happens in most threaded assemblies. The reality is that they do not maintain clamp load as assemblies “locked” with these devices often loosen under vibration, thermal expansion and/or

improper torque. LOCTITE branded threadlockers address this issue as they can fill the gaps left in traditional fastening methods. After using LOCTITE threadlocker, customers can expect less downtime, fewer complaints, greater efficiency and a safer working environment.

The benefits of using a LOCTITE threadlocker extend beyond just locking the bolt in place. It also prevents corrosion and galling, provides excellent chemical and thermal resistance and makes disassembly for maintenance easier. Furthermore, one 50 ml bottle replaces over 800 standard washers on the most common bolt sizes.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.