



## Press Release

September 23, 2020

Advanced product portfolio and processes include high-precision optical bonding, structural bonding and thermal interface material for flexible display design

### **Henkel sponsors 27<sup>th</sup> Vehicle Displays Detroit Virtual 2020 and introduces innovative automotive display solutions**

Düsseldorf, Germany – Henkel, a market leader of high-impact solutions in adhesives, sealants and functional coatings, is a proud sponsor of the 27<sup>th</sup> annual Vehicle Displays & Interfaces Symposium, which will be held virtually Oct. 14-15. Vehicle Displays Detroit is a staple gathering for vehicle display engineers, designers, OEMs, ODMs and suppliers.

In addition to sponsoring the event, Henkel will introduce virtually its comprehensive product portfolio and optimized process solutions around flexible automotive display designs such as free-formed, curved or integrated large displays.

As part of the forum's technical program, Henkel has been selected to present high-precision optical bonding process for free-form and curved displays. The presentation will highlight the innovative coating process and the customized Henkel Liquid Optically Clear adhesive (LOCA) for free-form coating as well as the curved displays lamination process.

"As a market leader in automotive adhesives, we know the importance of developing products that are high-quality and long-lasting," said Cristopher Naida, Head of Automotive Electronics, Americas. "Participating with industry peers at Vehicle Displays Detroit allows us to demonstrate our capabilities and collaborate with other organizations to help sustain a bright future for the automotive industry."

Throughout the two-day event, forum participants can learn more about specific Henkel solutions from the company's experts by chat in the virtual booth or e-mail. Learning examples will comprise:

- Liquid Optically Clear adhesive (LOCA) and the optimized process
- Structural bonding products and the SpeedCure system
- Thermal Interface Material with a case study

To register, visit [Vehicle Display Detroit 2020](#).

Additional details about Henkel's full portfolio of advanced automotive display materials are available by visiting [henkel-adhesives.com/automotive-electronics](http://henkel-adhesives.com/automotive-electronics), [Automotive displays solutions page](#).

#### **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](http://www.henkel.com).

Contact	Charline Hunt	Petra Weidhorn	Rita Verschuuren
Phone	+1 248 761 1798	+49 211 7970	+31 164 317 024
Email			<a href="mailto:rverschuuren@emg-marcom.com">rverschuuren@emg-marcom.com</a>
	Henkel AG & Co. KGaA	Henkel AG & Co. KGaA	EMG

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

**YOU'RE INVITED**

**Vehicle Displays Virtual**  
**TOO IMPORTANT TO MISS**

**Tune-In Oct. 14 & 15, 2020**

**SID**  
SOCIETY FOR INFORMATION DISPLAY FWD graphic by T1

**Henkel**

**Click to Register**

Henkel sponsors 27<sup>th</sup> Vehicle Displays Detroit Virtual 2020 and introduces innovative automotive display solutions.