



Press Release

October 29, 2020

User-friendly digital platform addresses customer needs for accelerating new product designs

Henkel launches new Loctite B2B online shop for printed electronics product samples

Düsseldorf – Henkel Adhesive Technologies offers a broad material expertise, market know-how and partner network to support the commercialization process for smart printed electronics product solutions across various markets. As of mid-October, the business unit has launched a brand-new online shop for a variety of ink and coating material samples. This user-friendly platform, operated by e-commerce partner wolffstore GmbH, aims to simplify and accelerate the access to high-performance materials for business customers in this fast-growing sector.

The initiative is part of Henkel Adhesive Technologies' digitalization strategy and aims to further expand its e-shop offering for industrial customers. The online shop for printed electronics product samples provides a unique experience in comparing and selecting material solutions for smart applications. Users will find a broad overview and detailed information on key materials to effectively support their design challenges. By collaborating with the e-commerce specialist and logistics partner wolffstore, customers also benefit from short shipment times: sample materials can be delivered within 72 hours in the EU. With the online shop Henkel wants to simplify and accelerate the customer access to its leading material solutions for printed electronics and to respond to the agile market requirements.

"With our new online shop for product samples we offer an efficient, user-friendly and customer-centric digital platform for business partners," explains Beate Grobбен, Marketing and EIMEA Business Development Head for Printed Electronics at Henkel. "It enables 24/7 browsing and an easy ordering process from a growing selection of Loctite conductive and non-conductive ink as well as coating materials for different industry needs. This offers tremendous support for customers to speed-up their design and prototyping phase in a rapidly growing market. We want to enable our customers to buy and test our materials in an

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easy and quick manner so they can print their electronics with Loctite. In the near future, we see a lot of potential to expand the online platform by offering technology solutions for other business areas as well.”

The new online shop for printed electronics is available under: www.print-your-electronics-with-loctite.com.

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.

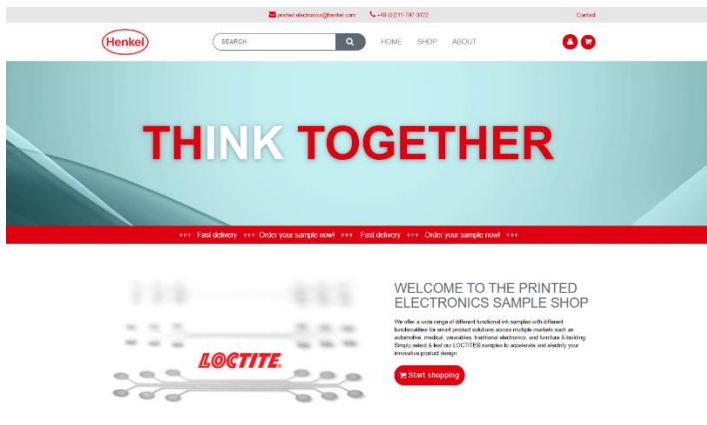
Photo material is available at www.henkel.com/press

Contact Sebastian Hinz
Phone +49 211 797-85 94
Email sebastian.hinz@henkel.com

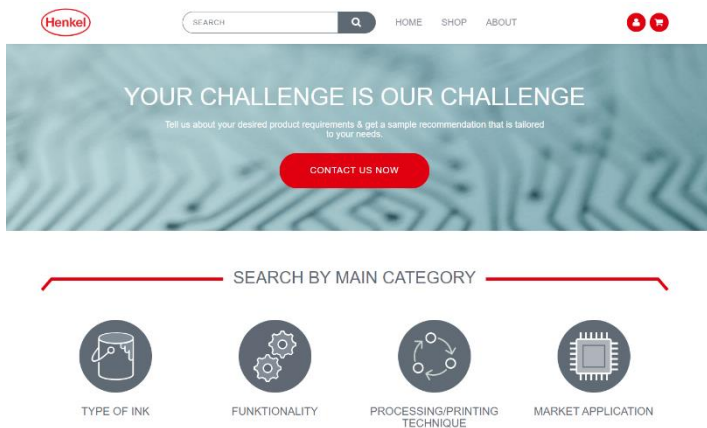
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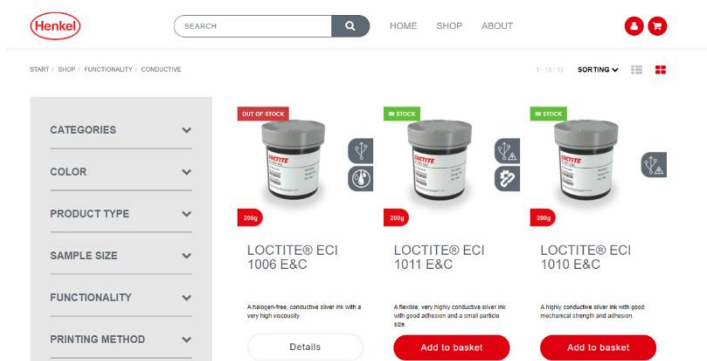
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The user-friendly digital platform addresses customer needs for accelerating new product designs.



The online shop for printed electronics product samples provides a unique experience in comparing and selecting material solutions for smart applications.



Henkel aims to simplify and accelerate the access for business customers to a variety of high-performing ink and coating material samples.