



Press Release

November 12, 2020

Prestigious award for Social Plastic® ecosystem

Henkel and Plastic Bank recognized Diamond Winner in Dow Packaging Innovation Awards

Düsseldorf – Henkel has been awarded with the highest honor in this year's [Dow Packaging Innovation Awards](#) for its Social Plastic® ecosystem in collaboration with Plastic Bank. Henkel's packaging solutions with Social Plastic® have been [recognized Diamond Winner](#) in one of the most important awards for breakthrough packaging innovations with a strong focus on sustainability and circular economy.

As part of Henkel's [ambitious packaging targets for 2025](#), the company wants to promote a circular economy and contribute to preventing plastic waste from being disposed of in the environment. Therefore, Henkel is supporting waste collection and recycling initiatives and investing in innovative solutions and technologies to promote closed-loop recycling. One example for these initiatives and collaboration is Henkel's partnership with Plastic Bank.

Turning waste into opportunities

Henkel has been [partnering with the Plastic Bank](#) since 2017. The joint commitment: Reducing plastic waste before it can enter the oceans while at the same time improving the lives of people living in poverty, especially in regions that lack waste management infrastructures. Collectors receive a premium for the plastic they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance. The plastic waste is sorted and subsequently reintroduced into the recycling value chain as Social Plastic®. Thereby, Plastic Bank is revealing the value in plastic waste – and stopping it before it reaches waterways and oceans.



Henkel packaging with Social Plastic®

In line with its commitment to foster a circular economy, Henkel incorporates Social Plastic® into various product packaging. In October 2018, the first Henkel packaging that contains Social Plastic® was made available. Since then, Henkel launched a range of cosmetic products, laundry detergents and household cleaners with packaging made with Social Plastic®.

Just recently, Henkel's [body and hair care brand Nature Box](#) was the first beauty brand to introduce Social Plastic® as a packaging material for its complete bottle portfolio: All bottle bodies of Nature Box are made of 98 percent Social Plastic®. Furthermore, the bottle bodies of special editions under the Fa ("Beach Love") and schaum ("Ocean Passion") brands are made of 96 percent recycled plastic, 50 percent of which is Social Plastic®.

In Henkel's Laundry & Home Care business, the PET bottle bodies for the Pro Nature detergents from the Biff, Pril and Sidolin brands are made of 100 percent recycled plastic, 50 percent of which is Social Plastic®. Additionally, also the fabric softeners Vernel Fresh Control and Vernel Naturals, consist of 100 percent recycled plastic – of which 25 percent is Social Plastic®.

About the Dow Packaging Innovation Awards

The [Dow Packaging Innovation Awards](#) honor innovations in packaging design, materials, technology and processes across the entire packaging value chain. This year, the judges evaluated more than 175 entries from companies around the globe. Entries ranged from personal care and health and hygiene, to food and beverage and industrial innovations. The 2020 Packaging Innovation Awards hosted by Dow is now in its 32nd year and is the industry's longest running, independently judged packaging awards program. The judging panel consists of professionals from around the world in a wide range of fields, including design, engineering, retail, converting and academia.

Learn more about Henkel's initiatives for sustainable packaging at www.henkel.com/sustainability/sustainable-packaging.

About Plastic Bank

Plastic Bank® empowers the regenerative society. We are helping the world stop ocean plastic while improving the lives of collector communities. Plastic Bank builds ethical recycling ecosystems in coastal communities and reprocesses the materials for reintroduction into the global manufacturing supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance. Plastic Bank's certified blockchain platform secures the entire transaction and provides real-time data visualization – allowing for transparency, traceability, and rapid scalability. The collected material is reborn as Social Plastic® which can be easily reintegrated into products and packaging as part of a closed-loop supply chain. Plastic Bank currently operates in Haiti, Brazil, Indonesia, the Philippines, and Egypt. For more information, please visit plasticbank.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

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