



Press Release

May 20, 2021

Henkel Qhesive Solutions brings together Henkel's data-enabled technologies with best-of-breed technology partners ecosystem

From smarter to better: Adhesive Technologies launches Henkel Qhesive Solutions brand for data-driven services

Düsseldorf – Henkel Adhesive Technologies has launched Henkel Qhesive Solutions – an all-new services brand, bringing together data-based and data-enabled technologies under one brand roof. With these technologies, Henkel strives to empower customers in transforming their products, services and processes by giving them a new, extended meaning beyond their current function. This way, for example, Henkel Qhesive Solutions helps hygiene product manufacturers turn their conventional adult care product lines into sensor based, smart solutions with benefits for both caregivers as well as patients.

These technologies are designed to improve peoples' lives, which makes them essential elements in Henkel's overarching strategy of purposeful growth through innovation, sustainability and digitalization. Henkel Qhesive Solutions integrates the company's in-house expertise and technology with leading edge partner solutions. The brand will include data-based and data-enabled services, also encompassing Henkel's best-of-breed partners' solutions across software, hardware, IoT platforms and analytics. Henkel Qhesive Solutions services will thereby shape and deliver transformational solutions for high scale producing industries, starting with smart adult care and smart packaging control use cases and continuously expanding the brand's portfolio from there.

"Henkel Qhesive Solutions will serve as a catalyst and incubator for innovation, enabling businesses to seize the opportunities presented at the intersection of digitization, advanced manufacturing processes and leading-edge material science", explains Corbett Wallace, Henkel Corporate Vice President Consumer Goods Adhesives: "We want to smart-up businesses globally, leveraging digital innovations to benefit both our customers and consumers. This makes Henkel Qhesive Solutions a perfect element of our corporate strategy for purposeful growth."

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Adhesive technologies tailor-made for Smart Adult Care and Smart Packaging

At launch, the brand will pioneer new digital business models in smart health and smart industry. In smart health, Henkel Qhesive Solutions is developing dedicated Smart Adult Care that will bring together printed electronics with software and hardware specifically developed and approved for medical use. These smart hygiene products can sense when a wearer needs to be changed or moved, among offering further functionalities as well. This, on the one hand, supports and unburdens medical personnel. Those receiving care, on the other hand, are provided with a less intrusive service and further protection. These solutions will thereby enable Henkel's customers to integrate smart functionalities into their products to help create additional value. In a different application area, Henkel Qhesive Solutions will also help businesses smarten-up their packaging processes with Smart Packaging Control: An in-line 'digital companion' is able to continuously capture and analyze real-time data to provide manufacturers with actionable intelligence. This makes it a valuable asset in ensuring high quality in packaging operations, allowing for continuous monitoring and control. Ultimately, this also benefits consumers in terms of food safety and product quality.

"At Henkel, we have always worked closely with our customers and partners to drive innovation, including at the forefront of digital transformation. With our Henkel Qhesive Solutions brand, we are excited to bring even greater focus to this priority area," says Jenna Koenneke, Head of Market Strategy Consumer Goods at Henkel: "By making the breath of our global expertise and our ecosystem of best-in-class partners accessible via a single brand, we will offer proven digital business models and data-driven services." With the backbone of Henkel as a global player and the agility of a start-up, Henkel Qhesive Solutions will empower businesses to "smart-up" their offerings, delivering high-performing and failsafe digital solutions through trusted and reliable ecosystems.

Further information can be found under: www.qhesive-solutions.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 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 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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The following photo material is available:

Henkel Qhesive SOLUTIONS

From smarter to better

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