



Press Release

September 6th, 2021

Henkel introduces breakthrough SpeedCure method for faster, more accurate bonding of automotive displays at leading industry event

Henkel presents advanced bonding techniques at Vehicle Displays & Interfaces Symposium

Düsseldorf – As the automotive world continues to embrace digitalization, the vehicle display has not only become the heart of the user experience, but also a key differentiator for OEMs. While design trends have seen the adoption of larger, curved and free-form designs, the pursuit of ever-increasing functionality and of lighter and thinner display modules has increased the complexity of manufacturing.

As a market leader in adhesives, sealants, and functional coatings for the automotive industry, Henkel is enabling automotive OEMs to meet these evolving challenges with its advanced range of structural adhesives for displays. At the Vehicle Displays & Interfaces Symposium, held from Sept 28-29 online and in Detroit, USA, Henkel will introduce a new bonding solution that brings unprecedented speed, performance, and flexibility to display manufacture. Due to the constraints of the pandemic, Penny Yi Pan, Henkel's Business Development Manager, Automotive Display APAC, will present via a video presentation at the symposium, with the presentation also made available online to global attendees via the virtual symposium that will run in parallel.

Entitled, "Material & Process of Structural Bonding for Automotive Displays", Penny Yi Pan's presentation will introduce a new structural bonding method from Henkel, SpeedCure, which accurately and efficiently cures adhesives in display applications. The highly accurate method uses radiation to induce the heat required to cure, or accelerate the cure of adhesives and materials, with a cycle time for mass production of between 30-90 seconds. The presentation will also provide an overview of Henkel's innovative and unique adhesive and equipment solutions and application process expertise for the display industry.

As automotive display technology rapidly advances, information exchange has become vital: Henkel is proud to help bring together experts from across the \$10bn display industry by supporting the Vehicle Displays & Interfaces Symposium as registrant sponsor. The symposium is presented by the Society for Information Display (SID.org) an association comprised of the top scientists, engineers, corporate researchers, and other roles within the display industry, and both the physical and virtual events offer an outstanding technical program focused on the automotive display industry.

Further information on the event and registration is available at [Vehicle Display Program](#) and [Vehicle Display registration, price and information](#) (Registration for its online program starts from September 10th.)

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 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:

Vehicle Displays & Interfaces

Detroit, MI
September 28-29, 2021



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