

## Press Release

—05.17.2013

Accessing the right solution for all maintenance and repair jobs

### **Loctite Maintenance Expert Guide for Smartphones and Tablets**

Nowadays the smartphone in particular is an ever present companion, offering fast access to information ranging from public transport schedules, restaurant finders and beyond. Not only from a personal level, mobile devices are becoming more and more a daily companion for professionals in their daily work. Henkel has now launched a mobile website specifically for maintenance, repair and overhaul (MRO) technicians with product information and wide-ranging tips on application techniques for its key brands like Loctite.

The mobile website, which has all the appearance and functionality of a classic app, offers easy navigation to enable users to quickly determine the right Loctite product for the job in hand. They can choose their search criteria on the basis of job type – such as gasketing bolted flanges or the fast fixturing of small components – or by choosing a product category. The search reveals the required item, with the display not only showing the most important product information but also instructions on how to apply for best results.

The mobile Maintenance Expert Guide will also show where to purchase the product e.g. Henkel distributor partners and provide links to the relevant product and safety data sheets. The mobile website can be used free of charge and is easy to access on any smartphone or tablet by either scanning the QR code or entering the following URL: [m.loctite-repairs.co.uk](http://m.loctite-repairs.co.uk)

From May 2013, the mobile website will be available in 25 European languages like English, German, Italian and many more.



Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions in both the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

**Photo material available for downloading at <http://www.henkel.com/press>.**

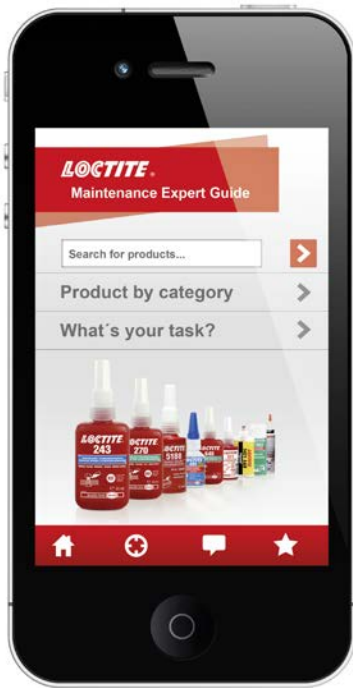
Contact	Holger Elfes	Lisa Kretzberg
Phone	+49 211 797-99 33	+49 211 797-56 72
E-mail	<a href="mailto:holger.elfes@henkel.com">holger.elfes@henkel.com</a>	<a href="mailto:lisa.kretzberg@henkel.com">lisa.kretzberg@henkel.com</a>

Henkel AG & Co. KGaA

**The following images are available for publication:**



QR code for accessing the Loctite® Maintenance Expert Guide. The following URL can also be used:  
[m.loctite-repairs.co.uk](http://m.loctite-repairs.co.uk)



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