September 16, 2022

Henkel launches Loctite Indonesia Official Store on Tokopedia

Jakarta – Henkel Indonesia has today announced the launch of the Loctite Indonesia Official Store Tokopedia, a technology company with the leading marketplace in Indonesia. The store offers Adhesive Technologies solutions for a wide range of industries, including automotive, general manufacturing and maintenance.

“Entering Tokopedia is an exciting step in developing our digital ecosystem for consumers in Indonesia, allowing them to easily purchase authentic Loctite products,” said Jimmy Purnama, Sales Manager for General Manufacturing & Maintenance, Henkel Indonesia.

The Loctite Indonesia Official Store contributes to Henkel’s overall digitalization strategy to leverage e-commerce opportunities and expand its reach of distributors. The Official Store aims to offer customers a seamless shopping experience and allow them to receive their orders more quickly. In addition to the Official Store, customers can continue to order from existing authorized online distributors.

"Tokopedia has always been focusing on collaborations with strategic partners, such as Henkel, to help Indonesian people meet various needs through our online platform. Loctite Indonesia Official Store’s launch on Tokopedia is an example of our efforts to answer those needs. Tokopedia hopes to continue providing the widest possible stage for businesses in Indonesia to reach more people through technology,” said Ramadhan Niendraputra, Head of Category Development (Mom and Baby, Home and Living) at Tokopedia.

The launch ceremony of the Loctite Indonesia Official Store was held at the Sudirman Central Business District in Jakarta on September 16, and the function was attended by representatives from Tokopedia and Henkel, as well as members of the media. As part of the launch event, key opinion leaders hosted a talk show discussing Loctite products, which was live streamed on social media.

Visit the Loctite Indonesia Official Store at [www.tokopedia.com/loctiteindonesiaos](http://www.tokopedia.com/loctiteindonesiaos).

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 2021, Henkel reported sales of more than 20 billion euros and an adjusted operating profit of about 2.7 billion euros. The company employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, 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**](http://www.henkel.com/press)

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