

# HENKEL NORTH AMERICA AT A GLANCE

North America is an important region for Henkel, well positioned for success with strong brands and a diversified, talented team. Building on a strong legacy of more than 145 years, we are leading the way to reimagine and improve life every day.

## PIONEERS AT HEART FOR THE GOOD OF GENERATIONS



- OVER 70 FACILITIES
- ABOUT \$6.5 BILLION IN 2024 SALES, 28% OF GLOBAL SALES
- AROUND 8,000 EMPLOYEES
- OVER 30 YEARS OF SUSTAINABILITY REPORTING AND PROGRESS

## OUR PORTFOLIO

Henkel North America has a portfolio of well-known industrial and consumer brands, including hair care products, laundry detergents, fabric softeners as well as adhesives, sealants, and functional coatings.



### CONSUMER BRANDS

Schwarzkopf



JOICO

Persil



Snuggle



### ADHESIVE TECHNOLOGIES

LOCTITE. TECHNOMELT. BONDERITE.

## WHO WE ARE AND WHAT DRIVES US

### PURPOSEFUL GROWTH

WINNING  
PORTFOLIO

COMPETITIVE  
EDGE  
INNOVATION  
SUSTAINABILITY  
DIVERSIFICATION

FUTURE-READY  
OPERATING  
MODEL

COLLABORATIVE CULTURE &  
EMPOWERED PEOPLE

### STRATEGIC FRAMEWORK

At Henkel, we shape our future guided by a long-term strategic framework based on our purpose and our values.

Pioneers at heart  
for the good  
of generations

### CORPORATE CULTURE

Our Purpose expresses what unites us all at Henkel: Pioneers at heart for the good of generations.



### SUSTAINABILITY LEADERSHIP

Creating more value through our business activities while reducing our environmental footprint is our goal for 2030.



### CORPORATE CITIZENSHIP

Social engagement is part of our sense of responsibility and firmly embedded in our corporate values.



### PEOPLE & CULTURE

The diversity of our employees, their backgrounds, experiences, talents, knowledge, creativity, and the appreciation of all their individual differences are the foundation of our company and the way we do business.



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