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**Loctite Indonesia supports meaningful experiences**

**through the #SynergizedMoment campaign in IIMS 2023**

Jakarta – As a global leading manufacturer of adhesives, sealants and functional coatings, Henkel is proud to support meaningful experiences with Loctite Indonesia’s #SynergizedMoment campaign.

Loctite Indonesia is committed to empowering users to make every moment meaningful through optimal synergy, created by using Loctite in every step of maintenance and repair in daily life. The #SynergizedMoment campaign aims to support every user and the community in developing interests and meaningful experiences with the use of Loctite products.

Loctite Indonesia's efforts in campaigning the #SynergizedMoment was manifested in its participation at the Indonesia International Motor Show (IIMS) 2023 in Kemayoran, Jakarta. From February 16 to 26, 2023, Loctite Indonesia participated in IIMS 2023, one of the biggest automotive exhibitions in Indonesia.

“The collaboration between Banteng Motorsport and Loctite Indonesia is certainly a meaningful experience that has enabled us to explore our passions and accomplish many pursuits together. The success of the races can also be attributed to the continuous optimal performance of Loctite,” shared Bimo Pradikto, Director of the Banteng Motorsport Team.

“We are happy and proud to be able to support our community partners in developing meaningful moments. Henkel Indonesia continues to strive to support a wider range of communities and address the needs of the broadest range of users,” explained Arin Sandrina, Southeast Asia Marketing Manager, Henkel Adhesives for General Manufacturing and Maintenance.

“The continuous support from Loctite Indonesia provides opportunities for the younger generation to be able to perform well and experience various meaningful moments. Every competition we participate in is a step towards having the courage to try and accomplish new achievements,” shared Gusti Ngurah Bagus Suputra W., Team Captain of Arjuna EV team at Gadjah Mada University.

In line with the #SynergizedMoment campaign, Loctite Indonesia has participated in events such as the Mini 4WD National Championship 2023, and sponsoring the Gadjah Mada University Arjuna EV Team at international events.

Loctite products are available in official stores on various marketplaces in Indonesia such as [Tokopedia](https://www.tokopedia.com/loctiteindonesiaos/henkel-loctite-lb-ml-11-multi-purpose-lubricant-pelumas-360-ml?extParam=whid%3D13993547?utm_source=instagram&utm_medium=brand&utm_campaign=social_media_loctite_010223_311223), [Shopee](https://shopee.co.id/loctite_officialstore), [Blibli](https://www.blibli.com/merchant/loctite-indo-official-store/LOI-70027), [Tiktok Shop](https://www.tiktok.com/@loctite.id?ug_source=op.auth&ug_term=Linktr.ee&utm_source=awyc6vc625ejxp86&utm_campaign=tt4d_profile_link&_r=1), and [Bukalapak](https://www.bukalapak.com/u/loctite_indonesia_offic_316115).

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market of adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of around 2.7 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with concrete targets. Henkel was founded in 1876 and today employs a diverse team of more than 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

Photo material is available at [**www.henkel.com/press**](http://www.henkel.com/press)

**Contacts**

Meiling Wee Arin Sandrina

+65 8799 3216 +62 811 8709793

[meiling.wee@henkel.com](mailto:meiling.wee@henkel.com) [arin.sandrina@henkel.com](mailto:arin.sandrina@henkel.com)