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Consumers can now access Loctite’s range of thread lockers and thread sealants at Supercheap Auto

Loctite partners with leading automotive retailer Supercheap Auto in Australia and New Zealand

Melbourne – From the second quarter of 2023, consumers can expect to see a newly packaged range of Loctite thread lockers and Loctite thread sealants stocked at Supercheap Auto, one of the leading auto spares, parts and accessories retailers across Australia and New Zealand.

Previously, Loctite thread lockers and thread sealants were only available at three auto aftermarket retailers in Australia and New Zealand. This partnership with Supercheap Auto will offer consumers easier access to Loctite’s thread lockers and thread sealants, which help to secure nuts, bolts, and threaded fasteners and prevent fluid leaks on threaded fittings.

To improve the in-store shopping experience, the packaging of Loctite’s thread lockers and thread sealants launched in the stores are designed with the customer in mind. The convenient pack size makes the Loctite product an essential item in any mechanic’s toolbox. The application images and key features displayed on the front of the products’ pack help customers to quickly understand how the product is used and make informed purchasing decisions.

“With the addition of Supercheap Auto, we now have four auto aftermarket channel partners in Australia and New Zealand. This significantly increases our footprint in Australia and New Zealand and boosts our competitive edge in reaching new consumers,” says Neil Board, National Account Manager – Distribution, Adhesive Technologies.

With more than 300 stores stocking premium brands across Australia and New Zealand, Supercheap Auto has established itself as a reliable source of information for car maintenance. In addition, it has captured a significant portion of the motor vehicle parts retailing business in Australia and New Zealand.

Explore the range of Loctite products available from Supercheap Auto in:

Australia [www.supercheapauto.com.au/brands/loctite](http://www.supercheapauto.com.au/brands/loctite)

New Zealand [www.supercheapauto.co.nz/brands/loctite](http://www.supercheapauto.co.nz/brands/loctite)

**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 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 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)

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