



Press Release

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Expansion of capacities to enhance strategic collaboration and to drive innovation

Henkel to construct novel Inspiration Center for Adhesive Technologies in Brazil

Sao Paulo, Brazil – Henkel, a global leader in adhesives, sealants and functional coatings, today has announced the construction of its first integrated innovation and technology center in Latin America, located in Jundiaí, Sao Paulo. The new center aims to create a collaborative ecosystem for developing innovations and solutions for the Adhesive Technologies business unit, as well as being a hub for training, capacity building and interaction with customers and partners in the region.

The new Henkel Latam Inspiration Center houses a variety of laboratories for adhesive synthesis, formulation, and application across diverse industries. Additionally, it features administrative facilities and a native grove. Construction starts in Q1 2024 and aims for completion by the end of 2025.

“The new Henkel Latam Inspiration Center strengthens our commitment to innovation and business growth in Latin America, offering direct access to Adhesive Technologies experts in a single location, with state-of-the-art facilities for the development of customized applications and solutions. We work together with our customers, collaborate with our suppliers and join forces with key players from academia and other sectors to drive progress in new technologies in the region,” says Mark Dorn, Executive Vice President Adhesive Technologies at Henkel.

Innovation, collaborative synergies and strategic partnerships

Developing sustainable solutions for the future is one of the main priorities of the Adhesive Technologies business. With a campus concept, the Henkel Latam Inspiration Center has been designed to develop and drive ideas together, inspire employees and new talents, and serve as a meeting and cooperation point with external partners – large corporations, startups, educational and research institutes, and stakeholders from the Henkel ecosystem.

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“As we intensify our customer-centric approach, we sharpen our focus on meeting their needs, elevating their experience, and providing convenience, and flexibility. This commitment allows us to expedite the delivery of new products and services. The forthcoming Henkel Latam Inspiration Center represents a pivotal hub for knowledge exchange, fostering collaboration on cutting-edge and sustainable technologies within the region. We are eager to invite customers, industry partners, and academia to join hands with our experts in shaping and developing innovative solutions”, concludes Michael Todd, Corporate Vice President Innovation and New Business Development Adhesive Technologies at Henkel.

Brazil: key market, scalability and center of excellence

Brazil has robust industrial sectors in which industrial and consumer adhesives play an important role, giving the country a central role in developing opportunities for business scalability, as well as being a strategic export hub.

“Henkel excels as a frontrunner in educating customers on adhesive applications. The new facility will boost the creation of a comprehensive platform, engaging with customers and establish itself as a reference center for training and technical support. In addition, the project was conceived based on sustainability principles, reinforcing the company's regional initiatives in this area, one of Henkel's global pillars,” explains José Antônio de Castro Filho, President Henkel Brazil.

Pioneering infrastructure and new sustainable solutions

The Henkel Inspiration Center project in Latin America will incorporate engineered wood in one of its buildings, made up of layers of certified wood from responsible management. By employing engineered wood, the expectation is to capture around 500 tons of CO₂, reducing the dependence on cement and concrete in construction. Also planned is the implementation of more than 400 solar panels, the adoption of clean energy in the compound and water reuse practices.

The Henkel Latam Inspiration Center was designed to obtain LEED Gold and WELL Silver certifications, which seek to improve the quality of life of occupants, promote sustainable construction practices and reduce the environmental impact of buildings.

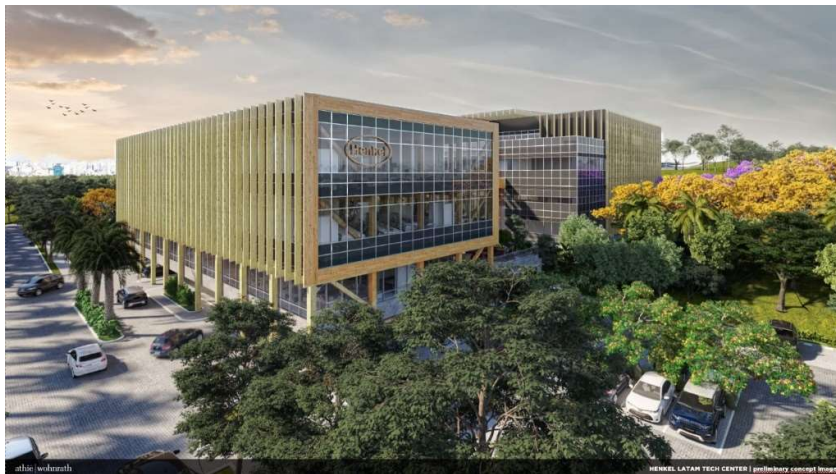
About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for 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 specific targets. Henkel was founded in 1876 and today employs a diverse team of about 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

Photo material is available at www.henkel.com/press

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