



Press Release

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Henkel's continued support of Habitat's mission enters a new phase with the Loctite 2nd Chance House Campaign with Greater Cleveland Habitat for Humanity

Henkel and Habitat for Humanity International expand partnership

ATLANTA — Henkel, a global company, marketing a wide range of well-known consumer and industrial brands, announced today that it is expanding its national partnership with Habitat for Humanity International. This commitment is the latest in a partnership with Habitat for Humanity that spans the globe.

This year, Henkel's Loctite Consumer & Craftsman Division, based out of Westlake, Ohio, is collaborating with Habitat on the [Loctite 2nd Chance House](#). For this project, Henkel is providing \$200,000 in monetary support and product donations to help the global housing organization build affordable housing in Cleveland, Ohio.

According to the [U.S. Environmental Protection Agency](#), landfills in the United States account for approximately 146.1 million tons of waste, which includes glass, plastics, food, construction waste, and other textiles. Through the Loctite 2nd Chance House campaign, Henkel aims to reduce waste that ends up in landfills and give everyday items, including furniture and building materials, a second chance. During the project, Henkel will volunteer with and donate products to Greater Cleveland Habitat for Humanity. Henkel will also document the journey of giving this home a 2nd chance and show consumers how they too can restore items in their daily lives.

Since 2013, Greater Cleveland Habitat for Humanity has purchased vacant homes to refurbish and sell to qualified homeowners. In giving these homes, a '2nd chance', Greater Cleveland Habitat not only improves the visual appeal of the neighborhood but also welcomes new homeowners who actively engage in the community.

From 2016 to 2023, Greater Cleveland has successfully rehabbed 43 homes and completed 27 new construction homes in the Greater Buckeye-Woodhill/Mount Pleasant areas, with three more underway and scheduled for sale in 2024. Additionally, Greater Cleveland Habitat will construct 11 new homes this year, with six already underway.

"We are so excited to partner with Habitat on the Loctite 2nd Chance House," said Frank Ziegler, Loctite Senior Brand Manager. "We are honored to be able to make a difference in our community, all while encouraging others to remove items from the landfill at home and on the jobsite."

"Working alongside committed partners like Henkel allows Habitat to build or improve more homes in more communities for more families," said Charlita Stephens-Walker, vice president of corporate and cause marketing partnerships at Habitat for Humanity International. "We know that Henkel and Habitat's shared values will make this partnership a success and I'm excited to see what we will build together."

This commitment is the latest in a partnership with Habitat for Humanity, with Henkel supporting in build projects across the United States, as well as countries around the world. Henkel also donated product in support of the 2023 Jimmy and Rosalynn Carter Work Project which took place in Charlotte, North Carolina.

Visit the [Loctite 2nd Chance House website](#) for updates and progress on the project.

About Habitat for Humanity

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity found its earliest inspirations as a grassroots movement on an interracial community farm in south Georgia. Since its founding in 1976, the Christian housing organization has since grown to become a leading global nonprofit working in local communities across all 50 states in the U.S., Puerto Rico, and more than 70 countries. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, visit [habitat.org](https://www.habitat.org).

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company's global sales. Henkel employs around

8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on Twitter [@Henkel NA](https://twitter.com/Henkel_NA).

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 for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 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 48,000 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-northamerica.com/press

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