



## News Release

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Commemorating five decades of purposeful growth

### **Henkel celebrates 50 years of innovation, sustainability and trusted partnerships in Australia**

Melbourne – Henkel, a global leader in the adhesive technology and consumer goods markets, marks its 50th anniversary in Australia today. Building on its strong culture of collaboration and innovation, Henkel Australia aims to continue driving purposeful growth with a clear focus on sustainability, high-impact solutions and meaningful partnerships.

*"As we mark 50 years in Australia, I'd like to sincerely thank our partners, customers, and the incredible teams who've helped shape our journey. This milestone reflects our company purpose — **Pioneers at Heart for the Good of Generations** — underpinned by a strong brand portfolio and our ongoing commitment to collaboration, innovation, and sustainability. Looking ahead, we'll stay focused on sustainable solutions, creating value for our stakeholders, and supporting the communities we're proud to be part of,"* says Daniel Rudolph, President of Henkel Australia and New Zealand.

#### **Championing sustainability for the good of generations**

Established in 1975, Henkel Australia operates both the Adhesive Technologies and Consumer Brands business units with approximately 300 team members across offices and plants in Kilsyth, Seven Hills, Chatswood, and Ingleburn.

With sustainability at the heart of Henkel's global strategy and local operations, Henkel seeks to drive new solutions that develop its business operations responsibly and successfully. In 2024, Henkel defined its net-zero roadmap, substantially extending its targets for emissions reduction along the entire value chain. Henkel Australia has been contributing to the global strategy and corresponding initiatives by taking concrete action on several levels: Since January 2022, both Australian manufacturing sites have been operating fully on electricity from

renewable energy sources. These plants serve a wide range of industries and achieved a 50 percent reduction in carbon emissions in 2022, as compared to the previous year.

Henkel Australia is also a signatory of the Australian Packaging Covenant and actively supports the country's national packaging targets. The company is committed to reducing waste streams and single-use plastics as part of a broader ambition to move towards a circular economy. Globally, Henkel has already increased its share of recycled plastic in its packaging to 25 percent, aiming to make 100 percent of its packaging recyclable or reusable by 2030.

Another pillar to creating a more sustainable future for all is Henkel's clear focus on Corporate Citizenship and volunteering initiatives. Since 2019, Henkel Australia has had a longstanding partnership with Foodbank, the largest hunger relief charity in the country. Over the past six years, the company has supported families across Australia with over two million wash loads of laundry detergent and 50,000 bottles of shampoo and conditioner. Furthermore, the company has supported communities during crises like the 2020 bushfires and has continued to make annual winter donations to help vulnerable communities. In addition, Henkel contributes to a more sustainable and inclusive society by actively sharing knowledge on responsible consumption across schools, workplaces, and its extensive partner and customer networks. Henkel employees consistently demonstrate their commitment by participating in various volunteering initiatives, including environmental efforts like beach cleanups, preparing Christmas hampers for children, and regularly donating products to community groups in need.

### **Pioneering spirit and trusted partnerships at the core of business success**

Throughout the last 50 years, Henkel Australia has continued to strengthen its local presence through significant investments in innovation, digitalisation and infrastructure in an effort to better serve the needs of its partners and customers.

In the last decade, Henkel Australia has launched two new centres, with many more projects to grow their innovation capabilities across the Asia Pacific. In 2015, Henkel Australia opened its first Maintenance, Repair and Overhaul (MRO) Training and Application Centre in Melbourne. This was followed by the launch of the Research and Development Innovation Centre for Laundry and Home Care in Sydney a year later.

By embracing digital transformation as a foundation for operational excellence, the company has implemented Smart Factory principles and systems. At its Kilsyth site, Henkel has significantly invested in warehouse automation and at Seven Hills, the pack-off system has been fully automated to enhance agility, safety, and productivity.

Through strategic partnerships and key acquisitions, Henkel continues to drive purposeful growth, globally and locally, fostering innovative and sustainable solutions with an award-winning portfolio.

The global acquisitions of Critica Infrastructure and Seal for Life Industries in 2023 and 2024 respectively have enabled Henkel to extend its offerings in MRO composite solutions, positioning the company as a comprehensive partner in this field for customers in Australia.

In 2015, Henkel strengthened its position as a market leader in the laundry sector by acquiring Colgate-Palmolive's laundry detergent and pre-wash brands in Australia and New Zealand. More recently, in 2023, Henkel expanded its portfolio further with the acquisition of laundry and home care brand Earthwise, broadening its product offerings across key retailers in Australia and reinforcing its commitment to sustainability.

*"Over the past 50 years, Henkel Australia has been strengthening both its businesses to meet the evolving needs of our customers. With our recent acquisition of the Earthwise brand, Henkel has expanded its award-winning portfolio within consumer brands, fostering our position as a key player in the regional laundry and home care market,"* says Scott Hull, General Manager, Consumer Brands, Henkel Australia and New Zealand.

As testament to their strong partnerships, Henkel's current portfolio has won numerous awards for both its business units. Schwarzkopf, an innovative hair cosmetic brand, was recognised as "Australia's Most Trusted Brand" in the Haircare category by Reader's Digest in 2015 and Schwarzkopf Extra Care was named "Best Hairspray" in 2018 by beautyheaven.com.au's "Best in Beauty Awards". In 2025, laundry brands Cold Power, Dynamo and Sard Wonder were highly commended by Reader's Digest as "Trusted Brands for Laundry Detergent and Stain Removers". The adhesive product Loctite 55 was honoured with two Red Dot Awards this year, recognising the product's robust and convenient design as well as the sustainability improvements of its packaging. Earlier this year, Loctite 55 was also awarded the German Packaging Award 2024 and the WorldStar Global Packaging Award.

To further foster innovation and shape the future, Henkel has partnered with universities and industrial partners in technology-oriented research projects. This includes the 2023 Formula SEA-A Competition as well as sponsoring and technically equipping several student teams in the upcoming Bridgestone World Solar Challenge. Such close collaboration allows Henkel to test the performance of their current sustainable solutions, while strengthening their bonds with future engineers and industrial markets.

### **Empowering strong teams to deliver meaningful solutions**

With a corporate culture rooted in collaboration and empowerment, employees in Henkel Australia are encouraged to lead with an entrepreneurial spirit. This allows the company to continuously deliver meaningful solutions that make a lasting impact.

*"At Henkel Australia, we've built a culture where everyone feels a strong sense of belonging and is empowered to thrive. Through our Smart Work approach, commitment to professional development, and a vibrant feedback culture that promotes open dialogue and continuous growth, we enable our people to shape their own career journeys. This environment not only supports individual development—it drives innovation, agility, and lasting success,"* says Daniel Rudolph, President of Henkel Australia and New Zealand.

Henkel has been named one of the Best Employers in Asia-Pacific 2025 by Financial Times & Statista in their inaugural ranking. This recognition highlights Henkel's ongoing commitment to fostering a workplace culture that prioritises inclusion, innovation, as well as collaboration and empowerment of its people. Global initiatives such as Henkel's gender-neutral parental leave and the company's Smart Work approach were introduced in 2024 and 2021 respectively and are also available to all colleagues in Australia.

### **50 Years of Purposeful Growth – A good foundation for a promising future**

To mark its 50th anniversary in Australia, Henkel held celebrations across three different locations, where team members from around the country came together to commemorate the company's journey over the past five decades. The leadership team also highlighted Henkel's longstanding global heritage, while looking ahead to a promising future in the region based on shared values and employees' vital contributions to business success.

As part of the celebrations, Henkel Australia invited employees to select a meaningful cause to support, with the company donating on their behalf. The shortlisted organizations include Polished Man, Cancer Council, White Ribbon Australia, Beyond Blue, and World Wildlife Fund Australia. This initiative reflects Henkel's broader commitment to corporate citizenship and its employees' wish to make an impact as 'pioneers at heart for the good of generations'.

Henkel Australia remains committed to being a trusted partner and innovation leader in the region. With a strong foundation built over five decades and a clear vision for the future, Henkel Australia seeks to continue delivering value to its partners and customers with a sustainable business that benefits the generations to come.

**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 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 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 47,000 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](https://www.henkel.com)

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

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