



Press Release

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Henkel Expands Global Footprint of Battery Engineering Centers with North American Battery Application Center

North American Battery Application Center Drives EV Innovation, Set to Be Featured at Battery Show North America 2025

Madison Heights, Mich. – Henkel has officially opened its new North America Battery Application Center in Madison Heights, Michigan, further strengthening the company's regional support for OEMs and battery manufacturers with advanced material application capabilities for EV components. The opening follows the success of Henkel's Battery Engineering Center in Dusseldorf, Germany, which launched in 2023, and includes a Battery Application Center and Battery Test Center.

"Henkel's North American Battery Application Center is part of Henkel's global, long-term investment in electric vehicle solutions and helps further fast collaboration, testing and implementation of high-performance materials," said Marcel Fleck, Senior Vice President, Automotive Components, Henkel Adhesive Technologies, North America. "We're thrilled to begin welcoming customers to our new world-class facility and to partner for future developments."

Equipped with a six-axis, high-capacity robot that replicates an industrial-scale environment, the North America Battery Application Center enables Henkel's robust team of application engineering experts to work collaboratively with customers to quickly iterate changes and ensure optimal application parameters, such as application speed, dispense volume, temperature, path accuracy and more. Optimizing material application prior to manufacturing scale-up helps to prevent delays and reduces the need for costly re-work once production begins.

Application testing capabilities are available across a wide range of solutions and chemistry types, including thermal interface materials, sealants, structural adhesives

and debonding-on-demand adhesives. Material solutions help ensure high performing, safe and sustainable electric vehicles.

Learn More About How Henkel is Enabling End-to-End Battery Solutions at this Year's Battery Show North America

Henkel will exhibit at **Booth #2200** for this year's [Battery Show North America](#), taking place **October 6-9, 2025**, showcasing its end-to-end approach to battery development, from concept to circularity.

"At Henkel, we're enabling the future of e-mobility by delivering integrated solutions that span the entire battery development lifecycle," said Pankaj Arora, Vice President, Electronics and E-Mobility, Automotive Components, Henkel Adhesive Technologies, North America. "This holistic approach helps to accelerate innovation, improve manufacturability and support recyclability."

Battery Show Highlights:

- **Modeling and Simulation to Reduce Development Time**

Henkel is partnering with [AVL](#), one of the world's leading mobility technology companies for development, simulation and testing, for an interactive experience related to modeling and simulation. The experience will enable users to virtually evaluate adhesive and material performance under real-world conditions early in the design process. The simulation will enable users to better understand how this digital-first approach reduces development time, prototyping costs and enables faster decision-making – bringing materials to market faster, while maintaining high performance.

Learn more at the booth or during our exclusive [panel discussion](#) taking place at **2 p.m., October 7 in Room 140CD**. Panelists will include representatives from General Motors, Henkel, AVL and Argonne Collaborative Center for Energy Storage Science.

- **Material Selection Formulated for Application-Specific Needs**

Henkel's robust material portfolio will be featured at the exhibit, including thermal interface materials, gasketing, sealants, structural adhesives and functional coating. The solutions are engineered to meet the most demanding safety and performance requirements of next-generation battery components. Tailored chemistries are formulated for application-specific needs, balancing factors such as thermal management, electrical insulation or conductivity, mechanical strength and durability, chemical resistance, processability, re-workability and more.

- **Material Application for Optimal Manufacturing Scale-Up**

Henkel's North American Battery Application Center supports automated dispensing, curing and integration of materials, simulating real-world production scenarios, optimizing cycle times, throughput and more. During the expo, an ABB-robot will continuously simulate production dispense and application experts will be on hand to discuss best practices for process validation.

- **Debonding-on-Demand to Improve Recyclability and Circularity**

Every hour on the hour throughout the show, Henkel will offer a **live demonstration** of its debonding-on-demand capabilities to help save resources and cut waste by keeping materials in the economic loop longer. The live demonstration will highlight Henkel's Electrical Delamination (EDL) Tapes, which enable fast, precise and safe debonding with the application of low-voltage currents to a targeted area.

Learn more about Henkel's North American Battery Application Center and request a consultation [here](#).

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes all® , Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, 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 X [@Henkel NA](https://twitter.com/Henkel_NA).

About Henkel

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.

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

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