



## Press Release

April 21, 2026

'Reliability Begins Here' campaign is designed to elevate awareness, understanding, and adoption of Loctite threadlockers

### **Henkel launches global threadlocking program for industrial assembly**

Düsseldorf – Henkel Adhesive Technologies announces the launch of 'Reliability Begins Here', a new multi-year global program designed to elevate awareness, understanding, and adoption of Loctite threadlockers – Henkel's foundational technology in industrial assembly.

As manufacturing demands increase and reliability expectations continue to rise, the 'Reliability Begins Here' program reinforces the critical role threadlockers play in securing assemblies, preventing failures, and improving long-term performance. Through a combination of technical education, storytelling, and on-site activations, the program empowers employees, customers, and partners with deeper insight into how to achieve consistent, reliable results across applications.

"Threadlockers are an essential technology in our broad portfolio," said Stefan de Diego, Corporate Vice President of General Manufacturing & Maintenance at Henkel. "With 'Reliability Begins Here', we aim to reinforce our commitment to delivering proven performance, continuous innovation, and the expertise our customers rely on to improve operational reliability."

As part of Henkel's broader approach to reliability, the program also reflects the company's continued investment in advanced solutions, including Loctite Pulse, its industrial IoT condition monitoring system for rotating equipment. Together, these technologies support a more proactive approach to maintenance and performance.

The initiative introduces:

- A refreshed global platform focused on delivering reliability and assembly performance in critical applications
- New technical resources and tools to help customers select, apply, and optimize solutions with confidence
- Expanded educational content to support engineers and manufacturers in improving productivity and consistency
- A globally consistent approach ensuring customers receive the same high standard of expertise and support across markets

With this launch, Henkel continues to strengthen its leadership in assembly solutions, advancing technologies that help customers achieve long-term reliability where failure simply is not an option.

LOCTITE® is a registered trademark of Henkel and/or its affiliates in the USA, Germany and elsewhere.

#### **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 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 2025, Henkel reported sales of about 20.5 billion euros and adjusted operating profit of around 3.0 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](http://www.henkel.com)

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

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