

Sustainable innovations: facts and figures

Why are innovative products important from a sustainability point of view?

- We need to decouple economic growth from resource consumption so we must develop products and solutions that offer customers and consumers more value and better performance with a smaller environmental footprint.
- Sustainable innovations support our long-term sustainability strategy and objectives.
- Henkel aims to triple the value that the company creates relative to the environmental footprint of its products and technologies by 2030.

How do you make sure products are systematically sustainable?

- In 2008, Henkel systematically anchored the focal areas of its sustainability strategy into the innovation process.
- Researchers must demonstrate the specific advantages of products and processes they are developing with regard to performance, social progress, health and safety, energy and climate, water and wastewater as well as materials and waste.
- Henkel has developed an evaluation system – the Henkel Sustainability#Master® – to demonstrate specific hotspots along the value chain and across these strategic focal areas, where innovations can have the greatest impact.

Can you give examples of new products and processes?

- **The laundry detergent Persil ColdZyme.** Over the course of a long-standing research cooperation, researchers from BASF and Henkel have jointly developed ingredients for a new generation of premium laundry detergents. They help to remove stubborn stains at significantly lower washing temperatures than is possible with conventional laundry detergents. This new technology is incorporated in the product Persil ColdZyme. If, for example, all Persil ColdZyme wash loads of colored laundry and synthetic textiles were to be washed at 30 instead of 40 degrees Celsius, this would have the potential to avoid around 500,000 metric tons of CO₂ every year. This volume would be equivalent to the annual energy demand of 325,000 European households.
- **Recycled aluminum packaging for Fa.** To reduce our aluminum consumption and thus our energy use and carbon emissions, Beauty Care launched a pilot project with Ball Aerocan in the year 2013 to produce spray cans from 25-percent recycled aluminum. To date, this has helped Henkel lower CO₂ output by more than 4,500 metric tons.
- **The temperature-stable solder paste, Loctite GC 10.** It is the first-ever solder paste that can be stored at up to 26.5 degrees Celsius for as long as one year, and at up to 40 degrees Celsius for one month. This cuts energy consumption and reduces waste by eliminating the need to transport or store solder pastes in refrigerated conditions.