



Press Release

August 31, 2026

Contribution to UNICEF's global 'Let us Learn' program

Pritt donates 100,000 Euro to UNICEF

Düsseldorf – As part of the annual 'We Craft for Children' initiative of its leading consumer adhesives brand Pritt Henkel has again donated 100,000 Euro to UNICEF. Under its guiding principle "for every child", UNICEF, the United Nations Children's Fund, works in over 190 countries and territories to save children's lives, to defend their rights, and to help them fulfil their potential, from early childhood through adolescence, so that they can grow up healthy and educated.

Since its invention in 1969, Pritt has supported the development of motor and creative skills of children through glue-based crafting activities at school and at home. For many years, the brand has also actively engaged in Corporate Social Responsibility (CSR) projects under its 'We Craft for Children' initiative to improve the quality of education, not only inside the classroom of consumers, but also that of vulnerable children around the globe. As part of these activities Pritt has already donated 100,000 Euro to UNICEF last year to support a global education program for children in crises and emergencies.

The new donation in 2026 aims to support UNICEF's global 'Let us Learn' program, which spans key learning stages from early childhood education through adolescence. The program focuses on helping disadvantaged children in Afghanistan, Bangladesh, Liberia, Madagascar and Nepal, by providing access to a good education even for poorest girls and boys. Together with governments and partner organizations, UNICEF strengthens learning programs, provides teacher training, and creates safe learning environments. Children learn to read, write, and do math, and develop skills that open new opportunities for them. This creates long-term opportunities for every child, their family, and entire communities.

"We are very proud to again support UNICEF as the United Nations agency for children – especially in the year of our 150th company anniversary," explained Mark Dorn, Executive Vice

President and responsible for Henkel's Adhesive Technologies business. "Supporting children and helping them to imagine, create and grow is part of the Pritt mission from its early beginning. To bring this mission to life we have a longstanding commitment to enhance access to quality education for children. Our 'We Craft for Children' initiative is designed to create a real impact with our CSR-activities, and UNICEF is an ideal and trusted partner to achieve this goal."

UNICEF does not endorse any company, brand, product or service.

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 50,000 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.com/press

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UNICEF's global 'Let us Learn' program focuses on helping disadvantaged children in Afghanistan, Bangladesh, Liberia, Madagascar and Nepal. ©UNICEF (UNI701279)