



Press Release

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Somat Smartwash automates cleaning, shine and drying

Henkel launches Somat Smartwash

- Clean, shiny and better-dried dishes with every wash cycle
- Automatic dosing and intelligent adaptation to the selected program
- Smartwash app provides transparency, personalization and additional convenience

Düsseldorf – With Somat Smartwash, Henkel introduces a new generation of dishwashing solutions. The autonomous and fully automatic dishwashing detergent dosing system continuously adjusts the dosing of different components to the requirements of each individual wash cycle, delivering outstanding cleaning, shine, and drying performance. Through the Smartwash app, consumers gain greater transparency into usage and consumption while also benefiting from personalized settings and enhanced convenience.

Less effort, more control

Somat Smartwash has been developed to simplify everyday dishwashing while ensuring reliable cleaning performance, enhanced shine and improved results. The system combines detergent, rinse aid, salt and machine care in one solution and automatically adapts product dispensing to the specific wash cycle. Particularly for plastic items, Smartwash supports improved drying performance.

"With Somat Smartwash, we are making dishwashing easier than ever before. The system thinks ahead, automatically adapts product dispensing to every phase of the wash cycle and delivers excellent results. At the same time, the Smartwash app provides greater transparency and enables consumers to personalize the experience according to their individual needs. For us, Somat Smartwash is also an important step in further exploring the potential of connected technologies and their role in future product concepts," explains Verena Zander, Corporate Vice President New Technologies at Henkel Consumer Brands.

LOCTITE

TECHNOMELT

BONDERITE



Persil



Intelligence for every wash cycle

Somat Smartwash combines detergent, rinse aid, salt and machine care in one integrated system and automatically adjusts dosing throughout the entire wash cycle. Sensors monitor temperature and movement patterns while analyzing the progress of the selected program in real time. Based on these insights, the system identifies the different phases of the wash cycle and releases each formulation at the optimal moment to maximize cleaning performance while enhancing shine and drying results. The timing and amount of product release are continuously adapted to the actual conditions of each wash cycle, from short programs to energy-efficient eco cycles at low temperatures. Compatible with standard household dishwashers across different brands, the device is simply placed in the lower basket and can remain there permanently.

Transparency and personalization through the Smartwash app

The Smartwash app complements the system with additional digital features. Users receive transparency on usage and consumption, are notified when refills are required and can conveniently reorder products. In addition, the app enables personalized settings and individual adjustments, allowing Smartwash to be tailored to personal preferences and habits. In this way, Somat Smartwash combines the simplicity of an automated system with the benefits of a connected digital user experience.

Somat Smartwash will be available in Germany from October 20 through selected online and retail channels. Further information is available at www.somat-smartwash.com

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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