

Press Release

2014/05/28

Investment in display technology start-up Vitriflex

Henkel Adhesive Technologies Continues to Drive Innovation Leadership

Düsseldorf – Henkel Adhesives Technologies, the leading solution provider for adhesives, sealants and functional coatings worldwide, is further driving its innovation capabilities and leadership forward. As part of its innovation strategy, the company is continuously strengthening its technical scouting. The most recent result is the signing of a joint-development agreement with US-based Vitriflex, Inc.

Henkel established a comprehensive foresight management and scouting process in 2012 to anticipate future market needs and applications. Since then, the systematic and strategic evaluation of new business opportunities has become a critical element in driving the companies' global innovation leadership.

“Expanding our innovation horizon enables us to deliver tailor-made solutions for our customers today, while at the same time developing leading technologies that create even more value for them tomorrow,” explains Mike Olosky, Corporate Senior Vice President and Global Head of Innovation & New Business Development, Henkel Adhesive Technologies. “Part of this process is a continuous evaluation of promising start-ups that provide access to cutting-edge future technologies. We remain focused on driving profitable growth by investing into our own R&D and product development, as well as into new market opportunities.”

Start-up investment for flexible display technologies

Founded in San Jose, California in 2010, Vitriflex has developed a unique ultra-barrier film technology that utilizes a proprietary roll-to-roll technique to deliver high-performance barrier films in an easy-to-integrate form factor. Barrier films protect electronic components against moisture and oxygen ingress. This invention offers the first time ever cost competitive flexible barrier film technology for the display market. Under the terms of its agreement with Henkel, the ultra-barrier film innovator will work

with Henkel technology experts to develop customized, integrated barrier film solutions for flexible displays.

“This investment and collaboration will open the door to some very exciting future opportunities,” says Mark Popovich, Henkel Electronics Group Corporate Vice President Global Marketing. “With Vitriflex’s profound expertise in ultra-barrier film design and manufacturing, and Henkel’s adhesive formulation proficiency, the market could soon see the first truly cost-competitive encapsulation product for high-volume flexible display production.”

“In the past three years, Vitriflex has developed a highly differentiated approach to the flexible barrier problem,” adds David Parker, President and CEO of Vitriflex. “Now we are turning our attention to delivering integrated solutions that meet the needs of display manufacturers. Our new partnership with Henkel is a major step forward in this development.”

The integration of ultra-barrier films into electronic applications requires robust adhesion to and compatibility with a variety of substrates. As the market leader Henkel has deep knowledge of adhesive formulation as well as global resources, worldwide R&D capabilities and a strong network among display device manufacturers to enforce a quick market-launch of the new technology.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel’s preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

Contact	Sebastian Hinz	Wulf Klüppelholz
Phone	+49 211 797-85 94	+49 211 797-18 75
Fax	+49 211 798-1 85 94	+49 211 798-92 08
Email	sebastian.hinz@henkel.com	wulf.klueppelholz@henkel.com

Henkel AG & Co. KGaA