

## Press Release

June 14, 2013

New open-house concept for the tissue industry with rich complementary program

### **Henkel to sponsor tissue industry event in Italy**

**As the only adhesives manufacturer Henkel is sponsoring the “It’s tissue” open-house fair and information program. This major trade event is due to take place from June 22 to 30 in Lucca, Tuscany (Italy), the hub of Europe’s tissue industry.**

Henkel manufactures adhesives and additives for fiber treatment under brand names such as Aquence and Technomelt for the tissue sector, of which the Lucca region – the home of so many global leaders in the production of tissue products and processing machinery – constitutes the hub of the industry in Europe. Henkel aligns its research to the development of high-performance and environmentally sound adhesive concentrates and allied products geared to ensuring competitive differentiation. One of Henkel’s most recent innovations is Aquence FiberPlus, which can be applied using both spraying and rolling techniques and which makes the cellulose fibers in pocket tissues and toilet paper softer and skin friendly.

This is the first time that the industry has organized this major event, which involves 12 manufacturers opening their factory gates to trade visitors. Henkel will be appearing with booths at five of the companies, providing an extensive array of information relating to various adhesive and additive-based technological solutions. The five – Futura S.p.A., Gambini S.p.A., Fabio Perini S.p.A., Omet S.r.l. and the Paper Converting Machine Company – manufacture machines for tissue production and processing, which means trade visitors will have a chance to view the Henkel products live and in action at those plants.



## Major complementary program with concerts and exhibitions

The in-house fairs will be accompanied by an extensive cultural and interactive program which Henkel is sponsoring together with companies from other segments as an expression of its solidarity with and loyalty to the tissue industry. The program includes a gala dinner, plus concerts and exhibitions that are open to anyone who cares to attend.

Trade visitors interesting in attending the “It’s tissue” event are welcome to register at [www.itstissue.com](http://www.itstissue.com).

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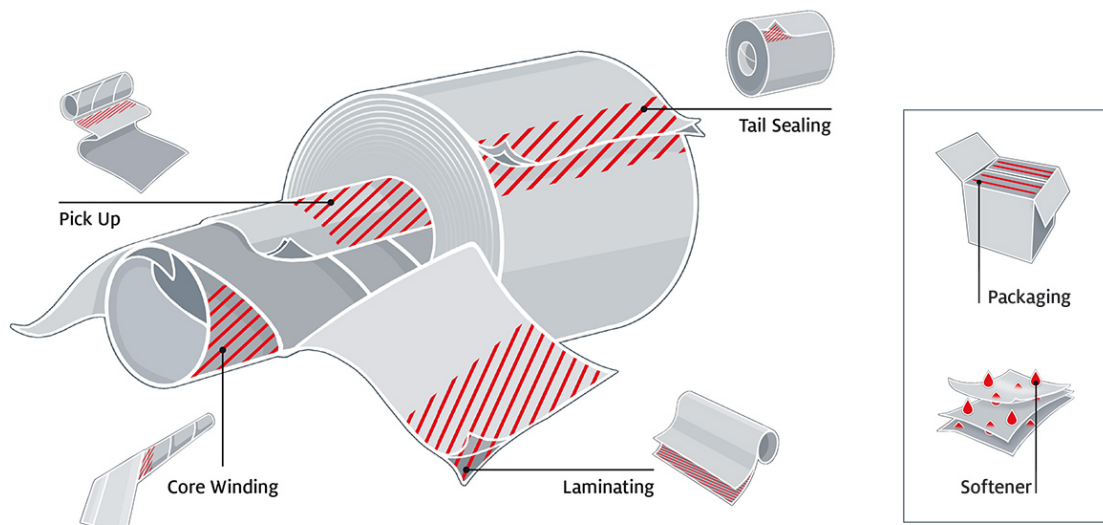
Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions in both the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

**Photo material available for downloading at <http://www.henkel.com/press>.**

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Henkel AG & Co. KGaA

**The following images are available for publication:**



The range of applications for which Henkel products are used within the tissue industry.

# IT'S tissue!

## THE ITALIAN TECHNOLOGY EXPERIENCE

"It's tissue" is on in Lucca from June 22 to 30.