

Press Release

08/05/2014

Henkel confers “Best Use of Adhesives” award at “Formula Student Germany 2014”

Henkel recognizes students offering the most impressive adhesive-bonding applications

Last week, for the ninth time, the Hockenheimring – one of Germany’s F1 racing venues – was transformed into a place of creative craftsmanship: 115 contestants from around the world were competing against one another in constructing a race car for this year’s “Formula Student Germany” contest. Henkel Adhesive Technologies helped them along the way with technical expertise and Loctite repair products. In addition, the company also honored the team offering the most impressive adhesive-bonding applications – with the “Best Use of Adhesives” award.

The six-day period from July 29 to August 3 saw around 2,500 up-and-coming engineers, business administrators and economists from 26 countries stepped on the gas to get their self-built race cars onto the grid for Formula Student Germany, a racing sport event for university students. Aside from the racing performance, the jury – made up of members from the motor sport, automotive and components supply industries – also gave scores for engineering design, financial planning and sales pitch presentation. Further crucial criteria included dynamic drive response, reliability and energy efficiency. The best overall package combining these various disciplines in the IC engine vehicle category came from the German-American team from DHBW Ravensburg and the Oregon State University, with the team from ETH Zurich winning the electric vehicle class.

In recognition of the most impressive adhesive-bonding application, Henkel – the world’s largest adhesives manufacturer and one of the headline sponsors of “Formula Student Germany” – recognized the team from the West Saxony University of Applied Sciences, Zwickau, with the “Best Use of Adhesives” award. The students impressed the jury with the most creative and beneficial adhesive-bonding applications, located in the transmission elements and in the chassis of their vehicle, and with their wide-ranging knowledge of adhesives technology. The prize includes

an invitation by Henkel Adhesive Technologies to visit the business unit's Technology Center at its Garching site.

“As our customers of tomorrow, we want to provide these young talents with an insight into the latest adhesive and sealant solutions and let them see the benefits that come with adhesive bonding and its allied technologies for themselves. This will ensure that the future engineers, they consider adhesives right from the start as a viable and valuable alternative to conventional joining technologies – such as welding, soldering and screw-fixing”, explains Rudolf Neumayer, Head of Application Engineering, Industrial Adhesives Europe.

When these conventional connecting methods in the self-built race cars failed during the competition, the students were able to go along to a 150 square meter Henkel marquee to consult the company's adhesives experts and benefit from their technical know-how, products, workbenches and curing ovens. Henkel also provided each of the teams with a first-aid kit, containing a range of advanced maintenance and repair products from Loctite and Teroson as part of their pit equipment.

“This event gives us an opportunity to position ourselves in the eyes of these young talents as a global leader in the supply of adhesives, sealants and functional coatings. Our aim is to engage these young talents, get them to talk to us, encourage them in what they are doing and perhaps even pave the way for them to start a career at Henkel. This award provides an extra motivation to these up-and-coming engineers to show us how creative they can be in using the materials of tomorrow”, says Patricia Silva, Marketing Manager for the General Industry SBU at Henkel.

Loctite und Teroson are registered trademarks of Henkel and/or its affiliates in Germany and elsewhere.

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	Holger Elfes	Lisa Kretzberg
Phone	+49 211 797-99 33	+49 211 797-56 72
E-mail	holger.elfes@henkel.com	lisa.kretzberg@henkel.com

Henkel AG & Co. KGaA

The following material is available:

IMG_6957

In recognition of the most impressive adhesive-bonding application, Henkel recognized the team from the West Saxony University of Applied Sciences, Zwickau, with its “Best Use of Adhesives” award.

DSCF1524

The team impressed both with the most creative and beneficial adhesive-bonding applications, located in the transmission elements and in the chassis of their vehicle.

IMG_6595

As part of their application, the student teams showed the jury how they used adhesives on parts of their racing vehicle.

IMG_5923

First aid in case of emergency: If conventional methods such as welding, soldering and screw-fixing fail, the technology experts help out by offering their technical know-how and products in the Henkel marquee.

IMG_6691

When conventional connecting methods failed in their self-built race cars, the students were able to consult the company’s adhesives experts with their technical know-how and products.

IMG_5974

Henkel also provided each of the teams with a kind of first-aid kit containing a range of advanced maintenance and repair products under the Loctite and Teroson brands as part of their pit equipment.