

Press Release

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Henkel goes beyond adhesives at It's Tissue

Henkel welcomes customers to the It's Tissue event in Lucca, Italy

Henkel is a leading solution provider for adhesives, sealants and functional coatings worldwide. This year, they will appear as a co-sponsor of the It's Tissue 2015 event in Lucca, Italy from 21-28 June. As a major player in the global tissue industry, Henkel will not only be presenting its renowned range of tissue adhesives but also showcase their prowess in leveraging their capabilities across business units through a diversified portfolio.

Henkel's range of high-performance **tissue converting adhesives** has established a reputation for bringing ease of use, clean running on high machine speeds and excellent cost-in-use solutions for the manufacturer as well as excellent look and feel qualities for the end user. This is the case for all applications such as core-winding, pick-up, laminating and tail-sealing.

As a frontrunner of the industry, Henkel also recognizes need for innovative solutions that allow converters to differentiate themselves through value-added products to their customers, whilst gaining considerable improvements in their own production processes.

Therefore, during this event Henkel will display its innovations under its headlining theme "**Going beyond adhesives**". They will be presenting and demonstrating their portfolio of offerings outside the tissue adhesives to the global market, namely:

- The **Aquence FiberPlus** softeners and additives range including care components like vitamins etc.
- The range of **Fragrance/Perfume Additives** including technical advice on endless perfume possibilities
- **Equipment Solutions** for automated dosing of adhesives

With the softening additives "**Aquence FiberPlus**", Henkel provides the manufacturers not only with improvements in their production processes but also with considerable enhancement of the finished tissue product such as a softer touch, increased "volume" and an improved moisture retention.



Furthermore, Henkel's ability to leverage capabilities across business units in the Tissue industry creates a truly unique service for its customers. The Henkel Fragrance Center brings converters new offerings of different **fragrance additives for tissues**. Customers are able to explore endless possibilities through Henkel's wide fragrances portfolio or consult with in-house fragrance experts to create a unique scent.

Additionally, Henkel will present its **completely automated dosing equipment for dilution systems**. The dilution and mixing station improves customers' performance, because it eliminates the hassle of manually diluting concentrated adhesives or adding color into the adhesive. A tailored performance and ultimate flexibility through automated accuracy are given to the customers.

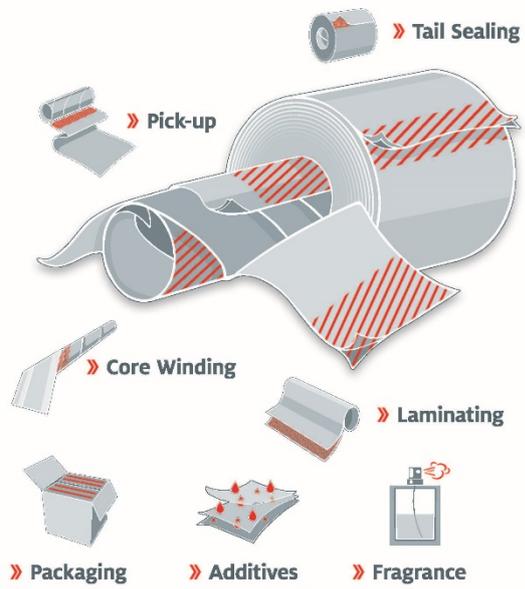
Aquence is a registered trademark of Henkel and its affiliates in Germany and elsewhere.

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 almost 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.

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

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