

Press Release

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Collaboration between Henkel and WEPA Hygieneprodukte GmbH

Football field scented toilet paper for true fans – and for a unique product perception

As part of its portfolio for the worldwide tissue market, Henkel is launching its new fragrances with WEPA as a first customer

Tissue manufacturers worldwide are faced with growing consumer expectations. They find themselves having to differentiate their products in the market whilst needing to reduce their costs per unit. Addressing these complex market trends, Henkel's quest of "Going Beyond Adhesives" has directed its Fragrance Center to share this expertise for the benefit of the tissue market. Henkel's Fragrance Center in Krefeld, Germany, already produces an outstanding spectrum of fragrances for the Beauty and Home Care markets.

In-house fragrance experts at Henkel give advice and customize a unique range of fragrances with an endless number of possible mixtures for individual tissue products. This enables the producer to improve customer perception of its products, to grow market sales and, in addition, to search for new market opportunities. Moreover, using fragrances from the Henkel Fragrance Center is a perfect example of one-stop-shopping from a supplier providing adhesives, additives, equipment, services and high quality fragrances.

The first customer in the market to use this unique scent portfolio is WEPA Hygieneprodukte GmbH who is manufacturing private label tissue products. WEPA has chosen Henkel because of the quality of its products as well as its creativity and expertise in the market of personal and homecare. On the occasion of the European Football Championship 2016, WEPA launched a special edition of tissue products with the fragrance of grass using Henkel fragrance technology. This special edition toilet paper is available in several German supermarkets.

Dr. Stefanie Zumdick, Responsible Product Safety from WEPA commented: "The cooperation with Henkel was perfect. Their fragrances fulfilled all our safety



requirements and the experts from the Henkel Fragrance Center were excellent in proposing unique scent creations that met our expectations.”

Benedikt Figura, Marketing Manager responsible for the tissue market for Henkel in Europe commented: “In this world where perfumes and fragrances are used widely – from shampoo to detergents, from air-care to skin-care products – it comes as no great surprise that consumer expectations are also growing in the tissue industry. Our new and exciting portfolio of fragrances is a perfect match for these expectations. The products can be used with our Aquence FiberPlus tissue additives if required. They meet the safety regulations of the tissue industry and our customers’ strict guidelines. We believe that our fragrances provide endless possibilities for adaptation to every individual tissue manufacturers’ products and will, undoubtedly, satisfy their demands for differentiation in this ever increasingly competitive market.”

Henkel will present this innovative new offering at the MIAC Tissue Fair in October.

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

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 18.1 billion euros and adjusted operating profit of 2.9 billion euros in fiscal 2015. Henkel’s preferred shares are listed in the German stock index DAX.

WEPA can look back on over 65 years of history. With competence and reliability, the company has become the third largest hygiene paper manufacturer in Western Europe since the founding in 1948. The family owned group with eleven plants in five European countries is run from its headquarter in Arnsberg, Germany. More than 3,000 motivated employees produce approximately 720,000 tons of toilet paper, kitchen towels, hankies, facials, hand towels, napkins and industrial rolls each year. Discover our world on www.wepa.de

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

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Henkel AG & Co. KGaA

The following material is available:



Football-edition toilet paper with the fragrance of grass.