

Press release

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Cooperation with Toppan and mantro for new digital functionality of Moisture Absorber System Aero 360° e-connect

Henkel to Launch First NFC-enabled Consumer Communication with Products and Brands

Düsseldorf – Henkel Adhesive Technologies is further driving its expertise in the field of smart packaging. In cooperation with the major printing company Toppan Printing Co., Ltd. (Toppan), Japan and the company builder mantro, Germany, the Henkel business unit is launching a pilot to establish the Near Field Communication technology (NFC) for direct interaction and engagement of consumers with products and brands.

The pilot test will be conducted in the United Kingdom (UK) with Henkel's Unibond Aero 360° e-connect moisture absorber system. Since mid of October consumers in the UK can order the innovative system for improved air quality at home with the high security NFC-tag "SMARTICS-V" provided by Toppan.

The Henkel Unibond moisture absorber consists of a device and a unique tab system that converts excess moisture at home into a salty solution, preventing condensation, mould, mildew, peeling wallpaper etc. The SMARTICS-V label has been integrated behind an end of life indicator placed on the moisture absorber device, which tells consumers when the tab inside has been consumed and needs to be replaced. By tapping with an NFC-enabled smartphone on the label, the users are automatically directed to a reordering website. The website also provides videos and tips on moisture and on how to use the moisture absorber at home.



“NFC-tags offer huge potentials for convenient consumer solutions in the Internet of Things. This will change the way consumers access information about products and how they re-order them”, explained Paolo Bavaj, Corporate Director and Head of New Business Development at Henkel Adhesive Technologies. “We are very happy that we work together with partners such as Toppan and mantro in innovation ecosystems to drive efficient solutions for consumer applications in smart packaging. Based on the practical experience of our pilot test we aim to integrate NFC-tags in further consumer products over the next years.”

Strategic initiative for Smart Packaging

The NFC-tag “SMARTICS-V” allows each device to have an individual identity. The companies look at the potential deployment of various functions such as authentication, re-ordering, providing tailored marketing information and product information in the markets in emerging and mature countries. This will open up more possibilities on building new NFC-based businesses by utilizing the tag as a modern communication tool between brands and consumers. The company builder mantro combines the strengths of the ecosystem partners involved to customer-oriented products and successful business models by adopting its knowledge and experience in fast and agile product development in the digital space.

Smart packaging is one of the strategic innovation initiatives at Henkel Adhesive Technologies. The leading solution provider for adhesives, sealants and functional coatings is collaborating with various partners globally to develop breakthrough solutions and to drive the implementation of the NFC technology. Based on its wide-ranging, high-performance portfolio of conductive inks Henkel especially aims to develop the up-and-coming functional printing and printed electronics markets and to create an alternative to the existing manufacturing process.

The Henkel Unibond Aero 360° e-connect moisture absorber system can be ordered in the UK via Amazon: <https://www.amazon.co.uk/dp/B01LCHCU0M>

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.

Toppan Printing was founded in 1900. Based on its printing technologies, Toppan undertakes a wide range of activities in its three business fields of Information & Communication (Secure Business,

Marketing, Content Business), Living & Industry (Packaging, Interior Décor Materials, Functional Product & Energy Related), and Electronics (Display Related, Semiconductor Related). In the fiscal year ended March 31, 2016, Toppan posted revenues of JPY1.475 trillion (approx. US \$14 billion) and ended the year with approximately 47,000 employees.

The company builder mantró covers all needs within digital product development with individual offerings and combines all skills needed to create, develop and launch digital products. Founded in 2005, mantró can look back at over a decade of experience with digitalization projects in corporate as well as SME environments, the foundation of own startups and mentoring of spin-offs. With a highly motivated team of experts the company builder delivers its projects in an agile and lean startup approach.

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

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The following material is available:



The new NFC-enabled Unibond Aero 360° e-connect moisture absorber.



Order refills with one tap via smartphone: Unibond Aero 360° e-connect is the first Henkel product offering the new NFC technology.