Expanding our portfolio of smart home applications

Henkel launches the world's first IoT anti-mosquito device in the European market

Düsseldorf – Building on its launch in the South Korean market 2017, Henkel is now introducing the world's first Internet of Things (IoT) electrical diffusor against mosquitoes to selected European countries. It is called "HomeControl" and will be launched under the brands Vape (Italy), Bloom (Spain) and Catch (France).

There is barely an industry left today that isn't affected by digitalization, and the Internet of Things doesn't stop at the door of everyday household products. Its smart applications range from programmable-motion cradles, through voice-controlled entertainment electronics and all the way to refrigerators with an ordering function. To play its part in shaping this omnipresent digital transformation, Henkel is continually expanding its own "smart home" product portfolio.

How does the IoT electrical diffusor against mosquitoes work?

"HomeControl is a break-through technology product for the category, because consumers can steer it at any time and from anywhere using an app on their smartphones," says Udo Wendler, Global Marketing Director for the Insect Control Category in the Laundry & Home Care business unit. The company's efficient anti-mosquito product works as follows: First, the electrical anti-mosquito diffuser needs to be plugged into the power socket. The "HomeControl" App – which was developed together with a German startup – enables users to protect their home against mosquitoes wherever they are with the help of different features, like individual day schedules or fully automatically using the integrated mosquito forecast which steers the device based on a regional mosquito forecast. These smart features automatically adapt to the consumers' environment and protect the entire family and home optimally against mosquitoes. Of course, the device can also be used without the app.

Henkel sees a lot of potential for the market launches in Spain, Italy and France: "Insect control is very widespread in many parts of Europe – particularly in Western Europe," says Packaging Innovation Manager Robert Ruiz Hernández, responsible for the R&D development of "HomeControl" in Henkel's Laundry & Home Care business unit. He and his colleagues work together with scientists and business partners to identify trends in the field of the Internet of Things and develop the first, market-ready applications.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

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

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