

Press release

June 14, 2018

Getting safety to the next level

Live car crash test from Henkel, just 30 minutes after bonding the windscreen!

Düsseldorf/Münster – Henkel has demonstrated the power and efficiency of its car repair solutions at an extraordinary event. In collaboration with crashtest-service.com (CTS) in Münster, Germany, the company presented its extensive portfolio of high-impact products to customers, representatives of public authorities, insurance companies and transport organizations. The highlight of the day was a live crash test, where a car windscreen was bonded with Teroson direct glazing adhesive and crashed just 30 minutes after the windscreen was fitted.

Within the EU, all new cars must comply with clearly defined safety standards during crash tests. One of the scenarios simulated during these tests is the so-called frontal offset crash, which is responsible for more deaths and serious injuries than any other type of accident. The NCAP (New Car Assessment Program) stipulates that the car collision must be tested and analyzed at a speed of 64 km/h and an offset rate of just 40 percent against a deformable barrier.

“The windscreen is very important during frontal collisions, because it contributes to vehicle rigidity and supports the passenger airbag in a crash,” explained Kourosh



LOCTITE BONDERITE TECHNOMELT TEROSON AQUENCE Ceresit

Bahrami, Corporate Vice President at Henkel Adhesive Technologies. “In the context of an accident, the full functionality of the passenger airbags must still be guaranteed.”

To demonstrate the effectiveness of its products for car repairs, Henkel carried out a crash test of this type in accordance with new vehicle norms, but with a used compact car. During the event, guests were first able to watch the windscreen being changed. Henkel’s experts used Teroson PU 8730 HMLC to bond the new windscreen into the test vehicle. The innovative adhesive allows car repair shops to complete the installation in 10 short minutes and ensures that the vehicle can be driven off safely after just another 30 minutes. Once this time had lapsed, CTS experts simulated the frontal offset collision in line with EU new vehicle standards. The results showed the windscreen bonded with Teroson adhesives, not only withstood the extreme crash test conditions, but also delivered the measured values required for the full functioning of the passenger airbag.

“With this unusual crash test, we wanted to trigger an aha-moment for our customers as well as for key decision-makers like insurance companies and other key organizations. Our goal was to create a tangible Teroson experience in which they could see the effectiveness of our solutions with their own eyes,” Bahrami explained. “Safety is the top priority when it comes to car repairs. That’s why it is crucial for users to be able to trust the products 100 percent.”

In addition to its direct glazing products, Henkel also presented its broad range of innovative Teroson and Loctite solutions for car repairs and maintenance. The portfolio includes repair solutions for the vehicle body, mounting components and mechanical systems, as well as finishes, surface treatments, cleaning agents and even comprehensive protective solutions against corrosion and wear.

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 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 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>

Contact Sebastian Hinz
Phone +49 211 797- 8594
Email sebastian.hinz@henkel.com

Follow us on Twitter: [@HenkelPresse](https://twitter.com/HenkelPresse)

Henkel AG & Co. KGaA



Extraordinary live crash test: Henkel demonstrated the power and efficiency of its car repair solutions just 30 minutes after bonding the windscreen.



During the event guests were able to watch the Henkel experts bonding the windscreen with Teroson PU 8730 HMLC.



The results showed the windscreen bonded with Teroson adhesives, not only withstood the extreme crash test conditions, but also delivered the measured values required for the full functioning of the passenger airbag.



Innovative Teroson products allow the installation in 10 short minutes and ensure that the vehicle can be driven off safely after just another 30 minutes.