



## Press Release

April 25, 2018

New product labeling encourages consumer recycling

# Henkel partners with How2Recycle® label program in the United States

Stamford, Conn. – Henkel has partnered with the How2Recycle® label program to encourage consumer recycling. As part of this partnership, a selection of Henkel's Laundry & Home Care products including Soft Scrub® and Purex Crystals® will feature the How2Recycle label on their packaging at major retailers across the United States, including Walmart. The company's Adhesive Technologies business unit is also featuring this label on paperboard cartons used for its Technomelt brand of industrial products.

Participating in the [How2Recycle](#) label program represents a significant milestone in Henkel's ongoing commitment to sustainability. How2Recycle is a US-based standardized labeling system that communicates recycling instructions to the public. The system is a project of the Sustainable Packaging Coalition®, a membership-based group that brings together business, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions.

Variation in recycling programs, unclear labeling, and inaccurate recyclability claims make proper recycling a challenge. The How2Recycle label was created to provide consistent and transparent on-package recycling information to the public.

"By educating consumers on recyclability, we can help close the loop on the lifecycle of our product packaging. Complex packaging types can make it unclear which items should go in the recycling bin. This labeling system provides proper instruction on package disposal to help divert recyclable items from the waste stream," says Jessica Fedrigo, Packaging Engineer at Henkel.

As part of Henkel's commitment to sustainability, the company supports its retail partners in developing innovative, more sustainable solutions. Together with its partners and suppliers, Henkel aims to advance sustainability along the entire value chain.

“Sustainability is deeply embedded in Henkel’s culture and one of our corporate values. Henkel is pleased to partner with How2Recycle in support of our sustainability objectives, as well as those of our key customers like Walmart,” says Robert Anson, Director of Business Development at Henkel’s Laundry & Home Care business unit. “Walmart has demonstrated measurable influence in the sustainable packaging space by encouraging brands that sell at its stores to join How2Recycle. The How2Recycle label on our products will increase awareness and facilitate ease of recycling for millions of consumers.”

### **A leader in sustainability**

Henkel’s commitment to leadership in sustainability is anchored firmly in the company’s corporate values. As a leader in sustainability, Henkel aims to pioneer new solutions while developing the company’s business responsibility and increasing economic success. The company strives to create more value – for its customers and consumers, for the communities it operates in and for the company, while, at the same time, reducing its environmental footprint. The goal of Henkel’s long-term sustainability strategy is to achieve more with less. Henkel’s 20-year goal for 2030, called Factor 3, is to triple the value created for the footprint made by Henkel operations, products and services.

Henkel holds leading positions in various international sustainability ratings and indices. For example, the company is listed in the Dow Jones Sustainability indices World and Europe as “industry group leader” in the Household Products category and is recognized by Sustainalytics, RobecoSAM’s Sustainability Yearbook, and the FTSE4Good ethical index.

Further information on Henkel’s commitment to sustainability can be found at: <https://www.henkel-northamerica.com/sustainability/strategy>.

### **About Henkel in North America**

Henkel operates across its three business units – Adhesive Technologies, Beauty Care and Laundry & Home Care – in North America. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, professional hair care brand Sexy Hair®, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. North America is an important region for Henkel: With sales of around 5.8 billion US dollars (5.2 billion euros) in 2017, North America accounts for 26 percent of the company’s global sales. Henkel employs more than 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com).

### **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 22.6 billion US dollars (20 billion euros) and adjusted operating profit of around 3.9 billion US dollars (3.5 billion euros). Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 7.2 billion US dollars (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](http://www.henkel.com).

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