



Press Release

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Seeing is Believing!

Henkel Hits The Road With Its 2018 LOCTITE® Demo Tour

Rocky Hill, CT -The LOCTITE® Seeing Is Believing Tour, a 48-foot demo trailer and truck, is embarking on its first North American tour. The trailer features several, never-before-seen product demos that will allow customers to experience the advantages of LOCTITE® adhesives in a hands-on setting. Henkel experts will be on-hand at each stop to provide applications guidance and answer questions.

“This is a momentous event for the LOCTITE® brand,” states David Carbone, Channel Development Manager at Henkel. “This is the first time we’ve hit the road to display our adhesive technology. The demos are very innovative, giving customers an opportunity to see the differences our products can make in their applications. For example, in our ‘Twist & Shear’ demo, our LOCTITE® adhesive bond demonstrates it can withstand up to 6,000 lbs. of twisting force. The other demos are equally impressive, and fun too, like our ‘Slap Shot’ demo that allows visitors to test their skill,” continues Carbone.

The Seeing is Believing tour began at the Offshore Technology Conference (OTC) in Houston, and will then continue to visit events and distributor locations across the US and Canada. These include the Chicagoland NASCAR Race (June), the Honda-sponsored Indy Race in Toronto (July), and the ASSEMBLY Show in Rosemont, IL (October), among others.

Also on the truck are two monitors, one large one outside and a smaller one inside, for watching video and gaining access to LOCTITE® product information and other helpful tools. “This is about helping customers overcome their challenges. The demo tour allows us to do this in a dynamic face-to-face way,” says Carbone.

The truck is being sponsored by several LOCTITE® distributors. Primary tour sponsors include R.S Hughes, Hisco, Fastenal, Ellsworth Adhesives, Applied Industrial Technologies, and MSC. Their staff also play an important role at event stops, explaining the winning features of the LOCTITE products, the applications, and guiding customers through the demos.

For more information visit: na.henkel-adhesive.com/roadshow

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.

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.

Photo material is available at www.henkel-northamerica.com/press

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