



Press Release

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Enhanced technical capabilities will deliver increased customer value through customized applications and processes

Henkel Adhesive Technologies Opens New OEM Application Center

Rocky Hill, USA– The OEM Application Center advances Henkel’s strategy to be a full-solutions provider to customers, especially within the industrial assembly sector. Henkel Adhesive Technologies, a market leader with high-impact solutions in adhesives, sealants and coatings, today announced the opening of its new OEM Application Center in Rocky Hill, USA. The lab expands Henkel’s capabilities to deliver innovative solutions and design customized applications, technologies and production processes to better serve customer needs.

“The OEM Application Center further advances our strategy to be a full solutions provider to our customers, especially within the industrial assembly sector,” said Ken Forlenza, Head of Industrial Assembly and Automotive Aftermarket, North America. “With its advanced technology and automation, and investment in top-of-the-line equipment, we can more rapidly design and evaluate our innovative and reproducible customer processes.”

The lab also incorporates audio visual and interactive telepresence systems, which enable more rapid collaboration and virtual demonstrations with OEM customers, distributors and process operators. This helps to further bolster productivity and increase awareness and knowledge of new applications.



“We are excited to announce the opening of Henkel’s new state-of-the-art OEM Application Center, which reflects our commitment to optimizing Henkel’s technical footprint to meet our innovation and growth ambitions,” said Paul Chaplinsky, Global Head Innovation Portfolio Management. “By growing our application development capabilities and extending the breadth of our technologies, we are able to offer tailored manufacturing processing improvements and designs that maximize value for our customers, who are at the center of our innovation model.”

The OEM Application Center in Rocky Hill is the third lab of its kind for Henkel, with two other labs located in Western Europe and Asia-Pacific, and was modified to meet the diverse customer needs of the region.

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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 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.com/press

Contact Sebastian Hinz
Phone +49 211 797-85 94
Email press@henkel.com

Henkel AG & Co. KGaA