



## Press Release

April 24, 2019

Henkel commits to driving progress toward a circular economy

# Henkel Witnesses Sustainability in Action at Largest Recycling Facility in North America

Stamford, CT

Henkel Beauty Care employees witnessed behind-the-scenes recycling processes first-hand while touring the [Sims Municipal Recycling](#) (SMR) facility in Brooklyn, NY, the largest recycling facility in North America. The 11-acre sorting center processes and markets more than 200,000 tons of plastic, glass and metal that New Yorkers put into recycling bins each year. As a business of Sims Metal Management, SMR provides key service for New York City's curbside recycling program.

Dedicated to the circular economy through sustainable packaging efforts, the team took an in-depth look at the first stage of sorting the trash, material recovery.

"Henkel is working together with partners along the entire value chain to drive progress toward a circular economy," said Martina Spinatsch, Vice President, R&D Beauty Care North America. "We are focused on reducing packaging material, increasing the use of recycled materials, and improving the recyclability of our packages."

Representatives from [TerraCycle](#), a partner Henkel is working with to improve the recyclability of its products' packaging, joined Henkel employees at SMR.

"The average consumer doesn't get to experience the realities of recycling in their local communities," said Alicia Forero, TerraCycle Business Development, Brand Partnerships.



“Visiting Sims with Henkel was a fantastic opportunity to witness firsthand how a state-of-the-art facility navigates the challenges associated with offering traditional municipal recycling in an ever-changing downstream marketplace, coupled with the complexities of servicing a mega city like New York City. TerraCycle's growing partnerships with Henkel to recycle the non-recyclable play a vital role in helping to educate not only employees, but consumers broadly around the importance of recycling locally and recycling overall.”

In line with Henkel’s [long-term sustainability goal](#) of making Henkel products three times as efficient by 2030, Henkel employees learned about recycling technologies and future trends.

“The tour was a great way to grow our foundation and help us continue to build expertise in sustainable package design for Henkel Beauty Care,” said Kurt Nelson, Principal Packaging Engineer. “By understanding constraints at the material recovery facility, we are inspired to continue developing more recyclable packages for the complex waste stream in North America.”

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

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25 percent of the company’s global sales. Henkel employs approximately 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 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](http://www.henkel.com).

Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)

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