



## Press Release

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Henkel's investment creates state-of-the-art collaboration center for its customers in Laundry & Home Care and Beauty Care

# Henkel opens customer experience center to demonstrate insights and innovations

Stamford, CT – Henkel, a leader in Laundry & Home Care, Beauty Care and Adhesive Technologies, officially opened the Henkel Experience Center at its Consumer Products Headquarters in Stamford, CT, today. Occupying 3200 square ft., and comprising 10 different experience stations, the Henkel Experience Center provides a unique and interactive destination for the company's strategic retail partners. Focused on driving joint value creation, the Henkel Experience Center showcases Henkel's insights and innovations in a stimulating and engaging environment.

"The Henkel Experience Center is an innovative platform that demonstrates how customers and consumers are at the heart of everything we do at Henkel," said Stephan Fuesti-Molnar, President, Henkel Consumer Goods, North America. "With the ability to customize visits for each customer, according to their needs and goals, it provides an ideal setting for collaboration with Henkel Beauty Care and Laundry & Home Care experts on individualized business growth discussions and strategic partnership planning."

The Henkel Experience Center is the first of its kind at Henkel outside of its global headquarters in Düsseldorf, Germany, and the company's only experience center in the world capable of engaging customers across business units with customizable collaboration sessions. The interactive stations at the center allow visitors to experience Henkel's consumer products, through the center's multimedia and experiential elements, and by creating products themselves.

Henkel's investment in the Center is a testament to its commitment to grow and enhance its market position in the U.S, contributing to deliver profitable growth. Henkel has strengthened its position in North America through nearly \$5 billion in investments over the past four years, and continues to make substantial investments in operations and technologies this year to build on its strong market positions across its Laundry & Home Care, Beauty Care and Adhesives Technologies businesses. The Henkel Experience Center augments Henkel's existing North American consumer research centers, R&D labs and test hair salon in Trumbull, Stamford and Darien.

"By meeting with Henkel at the Experience Center, our customers will have a first-hand look at our latest innovations, and experience our proprietary consumer insights, digital capabilities, marketing expertise and sustainability commitments in a stimulating, out-of-the-office environment," said Heather Wallace, Senior Vice President, Henkel Beauty

Care, North America. “We look forward to welcoming our customers, sharing the experience, and collaborating with them for our mutual growth.”

### **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).

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