



Press Release

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2009 Fritz Henkel Awards for Innovation – the winning projects

Purex Complete 3-in-1 Laundry Sheets: An all-in-one laundry solution

Life is complex enough, so innovative developments from Henkel contribute to making everyday chores a little easier. The best example for this can be found in Purex Complete 3-in-1 Laundry Sheets, which Henkel successfully launched in the US market last year. The unique laundry sheets combine detergent, softener and an active ingredient that prevents the build-up of static in fabrics within driers. The product works from washer to drier. Just drop a sheet into the washer where the detergent is released. Once the wash is complete, the sheet is transferred with laundry to the drier. The heat of the drier activates both softening and fabric anti-static ingredients. The result: brilliantly clean, soft and static-free laundry. In addition, since the product is pre-dosed, there is no need to measure or have concerns about spills or messes. And the environment also benefits: the compact packaging and almost waterless formula requires less material and reduces CO2 emissions during transportation. It is truly performance based on sustainability. Already, the message from the consumer has been received loud and clear: Purex Complete 3-in-1 Laundry Sheets are performing well at retailers - and driving market share for the entire Purex brand to new heights. For this standout achievement, the Purex innovation team has been awarded the '2009 Fritz Henkel Award for Innovation.' Brand Manager Stephen Koven is delighted: "Our aim was to develop a consumer solution that simplified the multi-product laundry process but still



produced excellent results. And we are proud to say that, with this innovation, we accomplished that goal.”

Essential Color and Essensity: Naturally without ammonia

Previously, the choice was either radiant color or natural ingredients – a compromise that many women are no longer willing to accept in their hair colorants. Nor do they now have to. And it’s all thanks to a breakthrough in permanent coloration technology courtesy of the experts from Schwarzkopf. They have developed a formula for the new Essential Color and Essensity product lines that offers a long-lasting, intensive coloration result, superbly covers grays and has completely eliminated the need for ammonia. The colorations have a high percentage of natural-based ingredients such as lychee and white tea. Essential Color is available from retail outlets. Essensity, which is also odorless, contains no silicones or parabens and comes in a wide range of colors, is available exclusively from Schwarzkopf Professional salons and has been tailored specifically to their requirements.

Intensive colors without compromise, natural ingredients and the avoidance of ammonia were product traits that the jury felt were well worthy of the ‘2009 Fritz Henkel Award for Innovation.’ Astrid Kleen, responsible for Research & Development in the Hair Colorations business unit spoke for the entire innovation team in expressing her delight: “We always keep our eyes firmly fixed on the market and are constantly endeavoring to develop successful innovations. It is fantastic for us to now have won the Fritz Henkel Award.”

Technomelt Supra and Coolmelt: More effective, safer and more environmentally sustainable

How do you make – and keep – your industrial customers happy? Well, how about helping them to throttle back cost, protect their machinery and operate more efficiently? Now all these benefits are available from Henkel in the form of its Technomelt Supra and Coolmelt packaging adhesives. The company’s researchers have succeeded in developing a new chemical formula that puts all previous packaging adhesives of this

class in the shade: Technomelt Supra and Coolmelt are characterized by their high thermal stability in particular. Consequently, these melt adhesives are easy to prepare and apply, while also leaving machines and applicators cleaner, thus increasing maintenance and replacement intervals. With Coolmelt, adhesive consumption is reduced by up to 20 percent, while Technomelt Supra offers a staggering saving of up to 30 percent. Overall this leads to additional energy savings, thereby serving to protect the environment and the climate.

All in all, a ground-breaking new development deserving of the '2009 Fritz Henkel Award for Innovation.' And Claudia Brückner, responsible for industrial adhesives marketing, is overjoyed: "This is a great honor for our entire team – all the more so as specialists from throughout the world were involved in turning this idea into a successful reality."

Photo material available on the web at: <http://www.henkel.com/press>.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend". In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 million euros.

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