

Henkel and LBP Manufacturing Announce Joint Agreement

Bridgewater, NJ — Henkel and LBP have launched a partnership which will leverage the extensive resources of Henkel with LBP’s innovative product line to provide unique packaging solutions while meeting market demands for more environmentally responsible packaging.

Henkel and LBP Manufacturing will combine R&D resources to develop market-changing coatings, barriers, laminates and adhesives. These products will represent the next generation of environmentally responsible packaging solutions for the foodservice industry and allow both parties to expand their presence in foodservice markets.

Today, more foodservice brand owners are environmentally conscious and seeking new packaging options that offer high performance while being environmentally responsible. “Through this partnership, the foodservice industry will see the onset of a new breed of packaging, focused on new uses of bio-based materials and source reduction”, said John Meccia, Vice President – Paper Converting for Henkel North America.

"We are very excited about this partnership. The combined vision and resources of both companies will produce a new level of future innovation in packaging performance, sustainability and corporate social responsibility", added Matthew Cook, President of LBP.

LBP Manufacturing, Inc. specializes in designing and converting a wide range of paper-based food and beverage packaging for quick service restaurants, specialty coffee retailers, catering and convenience retail market segments of the food service industry. With product innovation leading the way, LBP produces unique packaging solutions including Coffee Clutch® hot cup sleeve, Beverage on the Move™ bulk beverage carrier and Soup n’ Serve™ bulk soup carrier.

For more information about Henkel and LBP Manufacturing, visit www.henkeln.com and www.lbpmfg.com.

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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