



Press release

Henkel Automotive Web site Receives Three IABC Renaissance Awards

New site Recognized with Best in Show Award, Award of Excellence and Award of Honor

MADISON HEIGHTS, Mich., June 28, 2006 — Henkel Corporation's North American Automotive Group Web site (automotive.henkel.com) has been selected as a recipient of the International Association of Business Communicators (IABC) Detroit Chapter Renaissance Awards. At the awards banquet on June 22, 2006, Henkel received the Best in Show award and an Award of Excellence for its external Web site (Communication Technology category), as well as an Award of Honor for Web design (Art and Design category).

Henkel developed the new automotive Web site to create a central resource for company information. The company's numerous acquisitions over the last decade resulted in several brand Web sites with decentralized content and inconsistent messaging, branding and design. The new Web site brings all of the company's automotive product and brand information into one site with a design consistent with Henkel's corporate standards.

Since the new Web site launched in January 2006, Henkel has been able to more effectively educate almost 60,000 unique visitors about its automotive technologies. Nearly 90 percent of the Web sales leads came from visitors who entered the site via a search engine, and more than 165 visitors in the United States and Canada who accessed the site turned into sales leads. Henkel is currently conducting a study to determine the Web site's effect on awareness levels of its products and brands.

"We are proud of the new Web site and honored to be recognized for the tremendous amount of work that was put into redesigning it," said Chuck Evans, senior vice president, automotive group, Henkel Corporation. "We hope that our efforts have made information more accessible and have made the site easier to navigate. We ultimately hope that we helped enhance our visitors' experiences."

Adhesin

Bonderite

Hysol



LOCTITE



technomelt



The IABC Renaissance Awards, celebrating their 25th anniversary, are Detroit's premier communications competition. The awards recognize best practices in communication management, marketing, public relations, writing, and art and design. The competition is open to IABC members and nonmembers, individuals, corporations and agencies in southeast Michigan, northwest Ohio and southwest Ontario.

Henkel is the market leader in adhesives, sealants and surface treatments to the transportation industry. Backed by extensive design capabilities, a broad product range, specific application knowledge and technical expertise, the company delivers solutions to all segments of automotive development – automotive body, interior, chassis, electronics and powertrain production. Through powerful brands like Loctite[®], Teroson[®], Autophoretic[®], Bonderite[®], Frekote[®] and Multan[™], Henkel provides significant economic and environmental advantages for today's vehicles, making them safer, more comfortable and extending vehicle value.

Henkel, a Fortune Global 500 company, operates in three strategic business areas: Home Care; Personal care; and Adhesives, Sealants and Surface Treatments, which serves the transportation, electronics, aerospace, metal, durable goods, consumer goods, maintenance and repair and packaging industries, and offers a broad range of products for the craftsman and consumer. With brands and technologies, Henkel makes people's lives easier, better, and more beautiful. 50,000 employees work for the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel – “A Brand like a Friend”.

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