



## Press Release

# Henkel Names Winners of the Fritz Henkel Award for Innovation

Düsseldorf, Germany/Rocky Hill, Conn., February 12, 2009 – Purex® Natural Elements™ laundry detergent was named one of three winners of the 2008 Fritz Henkel Award for Innovation. The award, which has been presented annually since 1982, is named after Henkel's founder and is given to projects that represent a high degree of innovation and proven success in the market.

Albrecht Woeste, Chairman of the Supervisory Board and of the Shareholders' Committee at Henkel, presented the awards to the winning teams from each of the company's three business sectors at a ceremony at the company's headquarters in Düsseldorf, Germany.

The 2008 awards went to the following projects:

- **Purex Natural Elements / Terra Activ:** The Purex Natural Elements line was able to quickly establish itself as number one in the U.S. market among detergents based on natural raw materials. The innovative formulation combines excellent laundry power and performance with the best possible environmental compatibility. Purex Natural Elements has also served as the conceptual precursor and ground-breaker for the launch of the new Henkel brand Terra Activ, a line of environmentally compatible cleaners being marketed in Europe.



- **Drei Wetter Taft Power with the Cashmere Touch:** The innovative Schwarzkopf Drei Wetter Taft line, offering “power with the cashmere touch” has been developed especially for dry, tired hair. It is the first product to reconcile two previously contradictory demands: Ultra-strong hold plus unique, cashmere-like suppleness imparted to the hair.
- **Pattex “Instant Tack” Assembly Adhesives:** The innovative “Instant Tack” assembly adhesives from Henkel are revolutionizing a wide range of application processes by offering a previously unheard-of level of instant adhesion, often eliminating the need for mechanical fasteners such as screws or nails. The formulations have been further developed with pioneering gusto, so that now all Henkel's assembly adhesives – whether water-, solvent- or polymer-based – offer the same instant tack advantages.

The presentation of the Fritz Henkel Award coincides with “Henkel Innovation Day,” a day that serves to remind the company's 55,000 employees of how important new product ideas are as a means securing a more successful future.

### **Henkel in North America**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit [www.henkelna.com](http://www.henkelna.com) for more information.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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