



## Press release

March 15, 2010

New Cleaner offers corrosion rates up to 30 percent improved over current technology and is Alkylpyridine-free

### Henkel Introduces New Low Toxicity Cleaning Inhibitor

**MADISON HEIGHTS, Mich. – Henkel Corporation introduces P3<sup>®</sup> Rodine<sup>®</sup> 2010, a new low toxicity cleaning inhibitor. This new, patent-pending product minimizes base metal dissolution during cleaning operations and improves scale removal efficiency. P3<sup>®</sup> Rodine<sup>®</sup> 2010 is gentle enough to be used with the most delicate of machines because it also prevents pitting corrosion of metal surfaces such as stainless steels and Monel<sup>®</sup> alloys.**

P3<sup>®</sup> Rodine<sup>®</sup> 2010 which employs EDTA and citric acid solutions is used for the chemical cleaning of metal oxides and scale removal from power plant boilers and pipelines. It is ideally suited for chemical chelant cleaning at temperatures up to 350°F.

“Henkel is committed to developing solutions which reduce environmental impact without sacrificing performance,” said Chuck Evans, corporate vice president, automotive, North America, Henkel. “With its low toxicity formulation, P3<sup>®</sup> Rodine<sup>®</sup> 2010 is a testament to this commitment.”

For additional information on Henkel’s solutions, please visit [www.henkelna.com/rodine](http://www.henkelna.com/rodine) or call 866.332.7024.

#### About Henkel

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 company, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 50,000 employees worldwide are dedicated to fulfilling Henkel's claim "A Brand like a Friend." In fiscal 2009, Henkel generated sales of \$18.86 billion and adjusted operating profit of \$1.84 billion.

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