



## Press release

Irvine, California, November 9, 2009

# Henkel Appoints New Manufacturer's Representatives in Key US Regions

Henkel Corporation's electronics group has signed on two new representatives to support its sales initiatives in Northern California and the Texas/Oklahoma region. The firms, Moore Integrated Technologies and The NiMar Group, respectively, are both managed by industry professionals with a long and successful history in the electronics marketplace, thus upholding Henkel's pledge to enable its customers' success through expert, local and accessible sales support.

Moore Integrated Technologies' Tom Moore joins the Henkel representative network with some unique experience under his belt. Having worked first for Loctite and then Henkel's electronics group for the last 20 years, Moore's intimate knowledge of the materials leader's product portfolio, service teams and Northern California customer-base is exceptional and he is delighted to re-join the Henkel team in this new capacity.

"Henkel's product portfolio range is unmatched," comments Moore. "The ability for customers to partner with a single supplier for a variety of materials requirements is a true advantage and working with a world-class supplier such as Henkel enables sourcing of high-performance materials and a low-risk partnership proposition."

Echoing Moore's sentiments, Nick Bohun of The Nimar Group, which will represent Henkel in the states of Texas, Oklahoma, Louisiana and Arkansas, explains, "Today's customers want to eliminate complexity from their supplier relationships and partnering with Henkel provides just such an opportunity without sacrificing anything in the way of performance. Henkel's innovation commitment and their proven materials expertise in all facets of semiconductor and assembly production makes working with them a no-brainer and a certain win-win."



Like Moore, Bohun joins Henkel's rep team with a wealth of industry experience. Prior to forming The NiMar Group, Bohun had a long and successful career in the electronics market and previously held positions at other large materials companies. His knowledge base and process expertise bring a level of customer support not often found with many rep organizations.

Both Moore and Bohun will represent Henkel's complete line of assembly materials which include the well-known brands of Emerson & Cuming, Hysol, Loctite and Multicore. Customers in the Northern California region can reach Moore Integrated Technologies via phone at 925-516-0712 or by e-mail at: [moore.tom@comcast.net](mailto:moore.tom@comcast.net). The NiMar Group, serving customers in Texas, Oklahoma, Louisiana and Arkansas, can be contacted by phone at 972-529-0800 or by sending an e-mail to [nickb@nimargroup.com](mailto:nickb@nimargroup.com).

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## **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 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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