

## Press release

April 12, 2011

Henkel's Terophon<sup>®</sup> HDF provides an alternative to traditional automotive acoustic treatments

### Henkel Wins 2011 Automotive News PACE Award

**Madison Heights, Mich. – Henkel Corporation received the 2011 Automotive News PACE Award for its Terophon<sup>®</sup> HDF (high damping foam). This is the third year in a row Henkel's automotive technologies have been recognized with the prestigious PACE Award, which is awarded to automotive suppliers for superior innovation, technological advancement and business performance.**

Henkel's Terophon<sup>®</sup> HDF was recognized in the Product category. This cutting-edge technology replaces the need for manually applied acoustic damping treatments and anti-flutter mastics. The new Terophon<sup>®</sup> HDF product combines the function of these two products to provide superior acoustical vibration performance and significant weight savings in radiating structures such as door skins, roof panels and deck lids.

Terophon<sup>®</sup> HDF is a unique product that comes in a dry, pelletized form with 100 percent of the product being used therefore eliminating waste and scrap. Compared to traditional damping treatments, additional benefits include, wash-out resistance, reduced shipping costs and increased process efficiency.

"Henkel is committed to developing solutions that streamline processes and contribute to vehicle lightweighting, such as Terophon<sup>®</sup> HDF," said Chuck Evans, corporate vice president, Automotive, Henkel Corporation. "We're extremely honored to have this product recognized by *Automotive News*, Ernst & Young LLP and Transportation Research Center, Inc. for this achievement."

Henkel was awarded the 2009 PACE Award for Bonderite<sup>®</sup> TecTalis<sup>®</sup>, the automotive industry's first phosphate-free pretreatment, and in 2010 received both the innovation and environmental award for its Aquence<sup>®</sup> autodeposition coating.

To learn more about Henkel's automotive solutions, call 1- 866-332-7024 or visit [www.henkelna.com/automotive](http://www.henkelna.com/automotive).

The Automotive News PACE Award is viewed around the world as the industry symbol of innovation and winning this honor elevates Henkel's stature in the marketplace. The 16<sup>th</sup> annual PACE (Premier Automotive Suppliers' Contribution to Excellence) Award was presented by *Automotive News*, Ernst & Young LLP and Transportation Research Center Inc. (TRC Inc.). The competition was open to suppliers who contribute products, processes, materials or services directly to the manufacture of cars or trucks. The Automotive News PACE Award is accepted around the world as the industry symbol of innovation.



## About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Cosmetics/Toiletries, and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 48,000 people and reported sales of \$20.07 billion and adjusted operating profit of \$2.27 billion in fiscal 2010. Henkel's preferred shares are listed in the German stock index DAX and the company ranks among the Fortune Global 500.

### Contact

Henkel Corporation

[matina.kakar@us.henkel.com](mailto:matina.kakar@us.henkel.com)

Matina Kakar

[www.henkel.com/press](http://www.henkel.com/press)

Phone: 248.577.2114

Fax: 248.217.4940

###