



Press release

Rocky Hill, Conn. March 14, 2008

Gel Adhesive for Improved Product Aesthetics

Low Odor, Low Bloom Loctite® Instant Adhesive Bonds to a Wide Variety of Substrates

ROCKY HILL, Conn. – Henkel Corporation has announced recent improvements to Loctite® 455™ Prism® Instant adhesive, a low odor, low blooming cyanoacrylate adhesive. The reformulation of Loctite® 455™ Prism® has resulted in faster, more consistent cure times throughout its shelf life, and the ability to bond a wider variety of materials including metals, plastics and elastomers.

Designed for use in application environments with poor ventilation, Loctite® 455™ Prism® Instant Adhesive is a high viscosity gel formulation that will not run or flow on vertical surfaces. As this adhesive will not bloom, it offers manufacturers improved product aesthetics for applications where appearance is critical.

Loctite® 455™ Prism® is available in 10-gram syringes and 200-gram tubes. The adhesive can be used in a range of industrial bonding applications.

Loctite® Instant Adhesives deliver fast, strong solutions for high speed assembly, challenging applications, and demanding end-use environments. The adhesives offer excellent results on a variety of substrates including plastics, elastomers and metals. General purpose, light curing, high temperature-resistant, toughened, low odor/low bloom, and flexible formulations are also available.

For more information or to receive a sample of Loctite® 455™ Prism® Instant Adhesive, call 1-800-LOCTITE, or visit www.instantsolutions.loctite.com.

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 Adhesives Technologies - and ranks among the Fortune Global 500 companies. In fiscal 2006, Henkel generated sales of 12.740 billion euros and operating profit of 1,298 million euros. Our 52,000 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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