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# NEWS

## FOR IMMEDIATE RELEASE

*Images available upon request*

### **New Solution Takes the Grief out of Gift Wrapping**

*-Duck brand revolutionizes taping world with new OneHanded™ Invisible Tape-*

AVON, Ohio (October 2008) – Whether it's a birthday, holiday or wedding occasion, wrapping presents is often a time-consuming part of the celebration. Between the wrapping paper, scissors, ribbons and bows, wrestling with a tape dispenser seems out of the question. Henkel Corporation, marketer of the Duck brand, is helping to eliminate the struggle of gift wrapping with its new Duck® brand OneHanded™ Invisible Tape.

The new dispenser is designed to make wrapping fast and easy by applying tape directly to the surface while leaving one hand free. The ergonomically designed dispenser, combined with the same reliable Duck brand® tapes that consumers have grown to know and trust, makes the Duck brand OneHanded Invisible Tape a must-have for any gift wrapping project.

Available in high-quality matte acetate or crystal clear tape, the new Duck brand OneHanded Invisible Tape comes in a dispenser that applies the tape to the desired length without leaving fingerprints behind. The dispenser's convenient, compact design allows it to stand upright on a desk or table or be stored away in a drawer or small space.

Say goodbye to the bulky tape dispensers of the past and the unnecessary exercise of pre-cutting pieces of tape. Duck brand OneHanded Invisible Tape offers an innovative, quality solution that will help eliminate wrapping frustration and leave more time to celebrate.

## **DUCK BRAND**

The Duck brand offers an array of tapes, packaging supplies and home products that provide simple, imaginative and helpful solutions for a variety of tasks around the home, school and office. Visit [www.duckproducts.com](http://www.duckproducts.com) for additional product information.

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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 is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in fast-moving 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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