



## Press release

November 9, 2008

### National Adhesives Teams with Henkel, Merging Powerful Solutions for Customers

**Bridgewater, NJ — In a move that merges trusted brands, innovative solutions and exceptional service for customers, Henkel Corporation ([www.henkelna.com](http://www.henkelna.com)) acquired the National Adhesives business of National Starch and Chemical Company. This acquisition enables Henkel to offer customers more choices of brands and products for case and carton sealing, hot melt and liquid labeling, and palletizing.**

With the acquisition of the National Adhesives consumer packaging brand, Henkel Corporation is able to offer multiple technologies and equipment innovations to the food and consumer packaging industry. Henkel now delivers key brands such as EASY-PAC<sup>®</sup>, Technomelt<sup>™</sup>, Supra<sup>™</sup>, COOL-LOK<sup>®</sup>, ProControl<sup>™</sup> and EURO-MELT<sup>™</sup> hot melt labeling products through multiple market channels, including dedicated sales representatives in every major area of North America.

#### On Deck at PACK EXPO, Booth #3066:

- Hands-on demonstration equipment for the combined EASY-PAC/ProControl solution with Henkel's 200 °F hot melt adhesive, integrated auto feed, and hot melt applicator: The ProControl solution is a quality and consumption management tool that optimizes the sealing of cases and cartons. In combination, EASY-PAC and ProControl solutions eliminate downtime caused by char and manage hot melt usage, enabling a 20-30 percent savings in annual consumption.
- Henkel's new generation of Liofol<sup>®</sup> adhesives and coatings for flexible packaging: These advanced products offer exceptional performance features, including Smart Cure technology that enables curing within just two to three days, new solvent-free adhesives that promote food safety, and solvent-based adhesives for strong bonds of complex laminates. The Liofol product line also spans water-borne and solvent-based heat-seal lacquers, including a new chlorine-free formulation for peelable lidding applications.

- State-of-the-art EURO-MELT™ hot melt labeling and OPTAL™ LG Series of waterborne labeling products.

For more information, call 866-593-6387, or visit [www.henkelna.com/industrial](http://www.henkelna.com/industrial).

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 Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in 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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