



## Press Release

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### Henkel Innovation Wins Top Honors at Pack Expo

#### Purex® Complete 3-in-1™ Laundry Sheets Win Pack Expo Selects Competition

**SCOTTSDALE, Ariz., November 5, 2009** --- Henkel's innovative new laundry product, Purex® Complete 3-in-1™, has been awarded first place in the 2009 Pack Expo Selects competition. Results were based on voting at Pack Expo Las Vegas 2009, held October 5-7 for the packaging and processing industry. Packages were submitted by Pack Expo exhibitors, with the stipulation that they must have been released commercially within the previous 12 months.

Purex® Complete 3-in-1™ laundry sheets are a groundbreaking new laundry product that combines detergent, softener, and anti-static in a single sheet. The sheets are easy to use: simply drop a sheet into the washing machine with the laundry, and the detergent is released during the wash cycle. When the wash cycle is completed, transfer the laundry sheet to the dryer along with the wash load, and the heat of the dryer activates the softener and anti-static.

The innovative packaging for Purex® Complete 3-in-1™ was submitted by Robbie Flexibles, which worked with Henkel to create a colorful, high-clarity printed package that could be easily recognized on the shelf and would hold exact placement of the color palette and graphics. The challenge lay in the innovative, irregular shape of the product and dispenser, the multiple images designed for prudent areas on the package, and the ability to eliminate print distortion using a Polyolefin shrink film. Printing on film and eliminating sleeves or labels gave Henkel the ability to continue its sustainability concept by giving the consumer an all-in-one detergent, softener and anti-static product in a convenient, refillable dispenser.



The innovative dispenser design was a result of the efforts of Henkel's Design Excellence group in collaboration with Radius Design and Nypro Plastics. Henkel's Keith Cardinal, Design Excellence Senior Packaging Manager, was on hand at Pack Expo to accept the award with Robbie Flexibles.

Pack Expo is an annual event that brings together 22,000 packaging and processing professionals and 1,200 companies to showcase the latest developments in packaging technology and state-of-the-art advances in packaging machinery, converting machinery, materials, packages, and containers. For more information, visit [www.packexpo.com](http://www.packexpo.com)

#### **Henkel in North America:**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit [www.henkelna.com](http://www.henkelna.com) for more information.

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 \$20.8 billion and adjusted operating profit of \$ 2.1 billion.

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