



## Press Release

### Henkel Named Germany's "Most Sustainable Brand"

Düsseldorf, Germany/Rocky Hill, Conn., December 6, 2008 – At the first ever German Sustainability Congress, the award for Germany's "Most Sustainable Brand" went to Henkel, providing the company with yet another major accolade for its activities in this field. "We are happy to receive this award, because we have been working on the sustainability topic for more than 130 years. Sustainability is part of our DNA," said Kasper Rorsted, Henkel's CEO. "We are strongly convinced that this topic is more important today than ever before. We see enormous potential for innovations that combine performance and quality with responsibility for people and the environment."

For the first time in 2008, the German Sustainability Awards were conferred to companies that combine economic success with social responsibility and protection of the environment in an exemplary manner – and use their sustainability platform as a springboard for further growth. The high-caliber, independent jury focused particularly on consistency in sustainability management and evidence of a thorough approach to communications on sustainability topics.

One of the main factors for Henkel's selection was that the company had begun very early on to address the challenges of sustainability, developing a comprehensive corporate social responsibility strategy. This has been systematically disseminated throughout the company and encompasses all stages of its value chain. There was also recognition for Henkel's deliberate and methodical approach in designating as its focal



areas the fields of Energy and Climate, Water and Wastewater, Materials and Waste, Safety and Health, and Social Progress. This approach has led to further important contributions being made to sustainable development through the company's business activities and products. Indeed, all Henkel's new developments are expected to combine performance with responsibility for people and the environment, with a contribution being made in at least one of these focal areas.

### **Innovative issue leadership**

At the German Sustainability Congress, Dr. Friedrich Stara, Henkel's Executive Vice President responsible for the global Laundry & Home Care business, explained the message behind the "Quality & Responsibility" logo, stating: "Our aim is to establish a new quality standard in the marketplace and to assume issue leadership in the field of sustainability within the markets of importance to us."

Henkel's approach to sustainability and corporate social responsibility is very highly ranked in many different national and international listings. For example, in September 2008, Henkel was the only company to be included within the FMCG (fast-moving consumer goods) market segment of the Dow Jones Sustainability World Index (DJSI World). Only 10 percent of the 2,500 largest corporations in the world manage to qualify for the DJSI World. In March 2008, Henkel also garnered the "ESG Award 2008" (Environment, Social, Governance) in the DAX corporations category. This accolade recognizes companies listed in the German stock index (DAX) for their performance in the fields of environmental protection, social responsibility and corporate governance.

Comprehensive information and news on sustainable development and corporate social responsibility at Henkel, together with all the company's rankings and ratings, can be found at [www.henkel.com/sustainability](http://www.henkel.com/sustainability).

The current publication "Facts & Trends on Sustainable Consumption" published by the World Business Council for Sustainable Development (WBCSD) offers a range of detailed information to which Henkel and other leading companies have contributed with summaries of their experience and future perspectives.

**Photo material and the publication “Facts & Trends on Sustainable Consumption” can be found at: <http://www.henkel.com/press>.**

### **Henkel in North America**

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

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.

### **Contact**

Cindy Demers (North America)  
Phone: 480-754-4090  
[cindy.demers@us.henkel.com](mailto:cindy.demers@us.henkel.com)

Lars Witteck (International)  
Tel. +49 211 797-2606  
Fax +49 211 798-4040