



## Press release

# Henkel wins Award for Excellence in Supply Chain Customization and Innovation

## Henkel's Laundry & Home Care business sector honored

— **Düsseldorf, Germany/Rocky Hill, Conn., October 23, 2009** – Henkel's Laundry & Home Care business sector is the winner of the 2009 Award for Excellence in Supply Chain Customization and Innovation. This award is given by Boston Strategies International in the category of General Industries. The consulting firm conducted an in-depth global supply chain benchmark study in which diverse companies responded from all over the world. Henkel's North American laundry and home care brands include Purex<sup>®</sup> detergents, Renuzit<sup>®</sup> air fresheners, and Soft Scrub<sup>®</sup> cleansers.

— “Supply chain performance has become a strong differentiator in FMCG (fast moving consumer goods) industries,” says Dr. Dirk Holbach, Corporate Vice President, Global Supply Chain Operations. “Our global supply chain transformation program enables us to better serve and focus on our customers. We are therefore honored to receive the General Industries Award for Excellence in Supply Chain Customization and Innovation for our Laundry and Home Care business sector.”

Henkel's Laundry & Home Care business sector was a performance leader in several key supply chain customization and innovation metrics. For example, Henkel's business sector placed first on the strength of the following scores:

- Product design and development with the support and input of the supply chain staff
- Customer segmentation and profitability



- Flexibility within supply chain and production
- Customer service levels
- Response time to customer inquiries

The awards were presented in three industry categories: Oil, Gas & Petrochemicals, Process Industries, and General Industry. In each of these categories, winners were determined in four areas, based on their demonstrated supply chain processes and performance in four dimensions: cost leadership, reliability, customer satisfaction, and innovation. The overall winners were invited to receive their awards at a festive ceremony in Dubai on October 18, 2009.

— **Further material is available 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® 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 14,131 million euros and adjusted operating profit of 1,460 million euros.

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