

Sustainable innovations: facts and figures

Why are innovative products important from a sustainability point of view?

- We need to decouple economic growth from resource consumption so we must develop products and solutions that offer customers and consumers more value and better performance with a smaller environmental footprint.
- Sustainable innovations support our long-term sustainability strategy and objectives.
- Henkel aims to triple the value that the company creates relative to the environmental footprint of its products and technologies by 2030.

How do you make sure products are systematically sustainable?

- In 2008, Henkel systematically anchored the focal areas of its sustainability strategy into the innovation process.
- Researchers must demonstrate the specific advantages of products and processes they are developing with regard to performance, social progress, health and safety, energy and climate, water and wastewater as well as materials and waste.
- Henkel has developed an evaluation system- the Henkel Sustainability#Master[®] – to demonstrate specific hotspots along the value chain and across these strategic focal areas, where innovations can have the greatest impact.

Can you give examples of new products and processes?

- High-performance enzymes in Pril that enable the brand's hand-dishwashing detergents to remove rice, noodles and other starches quickly and effectively.

- Recycled aluminum packaging for Fa. Using recycled aluminum is significantly less energy intensive than manufacturing primary aluminum. In fact, Henkel could avoid as much as 10,000 metric tons of CO₂ emissions per year thanks to this new packaging innovation.
- Solutions for lightweight vehicles. Henkel's Teroson acoustic solutions enable manufacturers to reduce weight by 25 percent in comparison to traditional bitumen pads.

Can you give examples of partnerships with other industries to develop sustainable innovations?

- Somat leveraged a pharmaceutical dissolving agent for its Somat 10 dishwashing detergent, making it the fastest dissolving dish washing tab, well suited for shorter-washing cycles.
- Henkel has been exploring alternatives to animal testing for decades and established an open-source skin testing model in 2008. The system is being optimized through a government-funded research project.
- Solutions for innovative furniture thanks to collaborations with machine manufacturers Homag and Cefla.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.