

## Press Release

May 15, 2015

Comprehensive and mobile-friendly website for adhesive solutions

### **Henkel launches new web portal on adhesives for furniture & building components**

**Adhesives for furniture and building components are a multi-layered field with several influencing factors such as application methods, materials and bonding technologies. Henkel has now launched a global web platform bundling all relevant information on adhesives for furniture and building components.**

The new website [www.henkel-adhesives.com/furniture-building-components](http://www.henkel-adhesives.com/furniture-building-components) comprises of in-depth application know-how, Henkel's technology portfolio for woodworking operations, training and technical services as well as the "Henkel House", an interactive feature showing typical applications and technologies in a house.

#### **Fully responsive website**

Besides its service character and user-friendliness, the brand-new website is also meeting current technology standards: this is demonstrated by a responsive web design, which has been fully optimized for tablets, smartphones and PCs.

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 almost 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.



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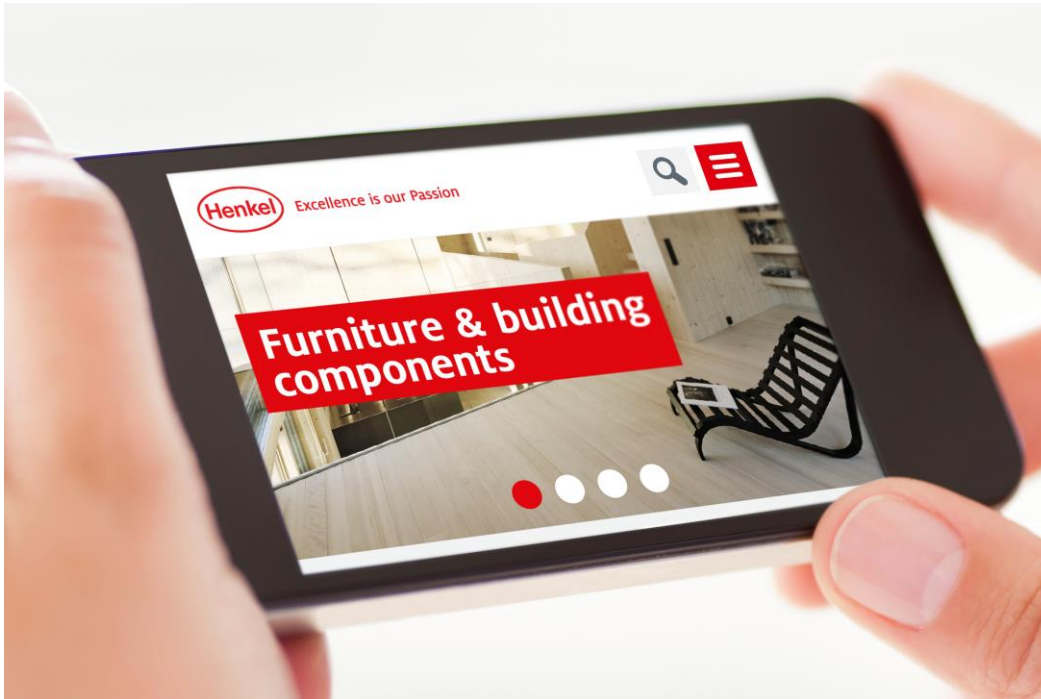
Photo material is available at <http://www.henkel.com/press>

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The following material is available:



Screenshot of the new website