

Press release

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New campaign from Henkel's high-quality brand Loctite

Loctite adhesives secure success

“LOCTITE – Success Secured” is the theme of the new campaign from high-quality brand Loctite. The state-of-the-art adhesives and sealants from Henkel help companies around the world to optimise their processes, increase product reliability and join various metals, rubbers and plastics securely and durably.

The latter aspect in particular has made adhesion as a joining technology a flexible, energy-saving alternative to traditional fastening solutions. In contrast to welding, soldering or drilling, Loctite adhesives allow various material combinations to be joined quickly and highly securely.

To match the new campaign, Loctite has expanded its website to include a new, responsive microsite. At www.loctite-success.com one can find webinars, product recommendations and other useful applications.

Webinars provide information on the benefits of the adhesive technology

Why adhesion instead of welding or drilling? What are the benefits of using industrial sealants and adhesives? The new, free Loctite webinars provide the answers. Customers can use the opportunity for an informative discussion with experts and sign up at www.loctite-success.com.

On your marks, get set, go!

Buckle up, lean back and put the pedal to the metal – the LOCTITE Racing Game www.loctite-success-secured-race.com is perfect for anyone who has ever wanted to have a go at being a real racing driver. The player can jump onto the quad, put his foot down and go for the record. All registered participants have the chance to win attractive prizes from Loctite.

The idea behind the game could hardly be simpler. From a bird's eye view, the player can steer his high-powered wheels around a course packed with obstacles. He can use mouse or finger controls, as he prefers. The aim is to travel as far as possible with the quad and make some audacious jumps along the way.



Loctite is a registered trademark of Henkel in Germany and elsewhere.

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 in both 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.

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

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Henkel AG & Co. KGaA

LOCTITE



Success Secured in a Backflip

In extreme snowmobile competitions, the sleds must function reliably under severe conditions, high stress and extreme temperatures. X Games gold medalist Levi LaVallee depends on LOCTITE threadlockers, thread sealants and retaining compounds to ensure his sled's safety and reliability. For success from take-off to landing.

Henkel Excellence is our Passion

See how we can help you secure success at loctite-success.com

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“LOCTITE – Success Secured”