

Press Release

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New, comprehensive and mobile-friendly web platform for adhesive solutions in ten languages

Henkel expands its global furniture and building components web platform

The website www.furniture-building-components.com now provides industry members with in-depth application know-how, information on Henkel's technology portfolio for woodworking operations as well as training and technical services in ten languages.

Adhesives for furniture and building components are a multi-faceted field with several influencing factors such as application methods, materials and bonding technologies. To support its international customers in this complex market, Henkel has now extended its global web platform, bundling all relevant information on adhesives for furniture and building components. This also includes the "Henkel House", an interactive feature showing typical applications and technologies in a house.

Providing language versions for more than 150 countries

With the recently launched ten language versions, Henkel is now providing this comprehensive information to interested parties in more than 150 countries worldwide. The website is accessible in English, German, Spanish, French, Italian, Portuguese, Polish, Russian, Turkish and Chinese.



Network of experts supporting customers locally

“Drawing on long years of experience, Henkel offers its customers a comprehensive range of solutions across the full range of adhesive technologies to meet the various expectations in the furniture and building components industry“, says Corbett Wallace, Global Head of the Furniture & Building Components business at Henkel Adhesive Technologies. “We have established worldwide operations to serve our customers wherever they are located. Thanks to the close interaction of our sales experts, technical service specialists, product development and customer service, we are able to support our customers on a local level.”

The website offers interested industry members the possibility to directly contact adhesive experts and discuss specific applications or adhesive requests.

Fully responsive website

Besides its service character and user-friendliness, the website is also meeting current technology standards: It is responsive, fully optimized for smartphones, tablets and PCs.

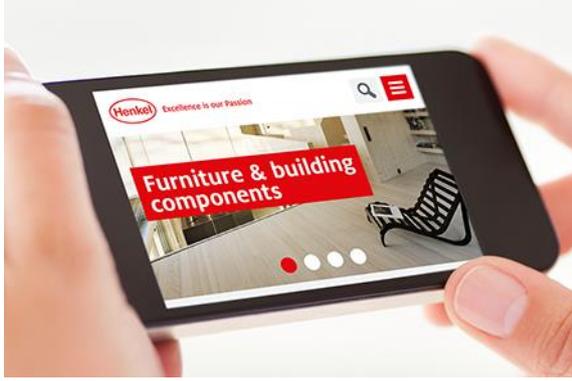
Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 18.1 billion euros and adjusted operating profit of 2.9 billion euros in fiscal 2015. 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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The following material is available:



Screenshot of the responsive website