

## Press release

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Repair, reconstruct, protect or enhance your objects

### Much more than glue: Loctite Kintsuglue

Düsseldorf – Loctite Kintsuglue is a new, moldable glue from Henkel, created to repair, reconstruct, protect and enhance almost all objects, even flexible ones. It takes its name from “Kintsugi”, a centuries-old Japanese repair method by which broken pottery was repaired with gold or silver, treating breakage and repair as part of the history of an object.

Loctite Kintsuglue is a new, versatile and flexible putty. The moldable glue allows entirely new applications, going well beyond common repair jobs, on a variety of different materials. The new product also makes it possible to reconstruct or protect objects, improve their functionality or even create completely new ones. Like the “Kintsugi” art, Kintsuglue restores the functionality of objects and treats repair as part of an object’s life.

#### Universal and flexible

This hugely versatile glue is formed by hand and can be easily applied to a wide variety of materials and objects, handling fixes that common glues cannot. Thus, it opens up new and inspiring applications. Its flexibility, which preserves even after the hardening phase, is the real clincher there.



Thanks to its flexible properties, Kintsuglue can be wrapped around those damaged cables we all have, from phone charger to headphone cables or give broken suitcase handles a solid hold. Ready-to-apply the product can also be used to quickly and easily replace missing parts such as the broken zipper slider of an outdoor jacket or a backpack, or a missing piece of ski glasses. Kintsuglue can also be molded into a protective cover, say for a cellphone, and will blunt pointed or sharp edges of furniture to make them more child-safe. It can even be used to create something brand new, such as a comfortable grip around the wire handle of a bucket, or a key hook for the wall. With such new, contemporary applications going far beyond the classic repair capabilities of conventional adhesives, Henkel is addressing new target groups and has the objective to gain new users for the repair category.

### **On the market since early 2018**

Loctite Kintsuglue is available in the colors white and black, and comes in an inspirational packaging that features various application ideas. The market launch is supported by attention-driving activities at the point of sale, on YouTube and other social media in the digital realm, as well as on television. Kintsuglue is available since January and has been launched across Western Europe under Loctite, the leading brand in household repair glues, and in Germany under the brand Pattex.

Further inspiring applications for Kintsuglue can be found online on the product pages in every country.

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

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

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Loctite Kintsuglue is a new, versatile and flexible glue from Henkel



More than a glue: Loctite Kintsuglue makes it possible to repair, reconstruct or protect objects, improve their functionality or even create completely new ones.



Loctite Kintsuglue can easily shaped by hand.



Application example: Repairing cables with Kintsuglue.



Application example: Restoring the functionality of broken suitcase handles with Kintsuglue.



Application example: Protecting smartphones with Kintsuglue.



Application example: Enhancing a bucket handle with Kintsuglue.