



Press Release

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Investment in direct-to-consumer start-up aiming to reduce single-use plastic bottles

Henkel invests in US cleaning products start-up Truman's

Düsseldorf – Henkel is further expanding its expertise in innovative and sustainable household products while at the same time gaining insights in a promising direct-to-consumer business model: Henkel under the umbrella of Henkel Ventures is investing in the US cleaning products start-up [Truman's](#), based in Louisville, Kentucky, which offers cleaners that utilize refillable bottles and concentrate cartridges to reduce plastic.

With the minority investment in Truman's, Henkel is taking over the role as lead investor in a seed round totaling 5 million US dollars. This marks another step in the company's commitment to invest globally into start-ups to explore new business opportunities and support them to grow a successful business. Truman's ships its products, a lineup of four simple hard surface spray cleaners, direct to its consumers. The start-up aims to reduce single-use plastic bottles and truck loads in the cleaning industry by shipping concentrate-filled cartridges that are mixed with water in reusable bottles at the point of use.

Direct-to-consumer platform enhancing convenience and sustainability

"Convenience and sustainability today are top-of-mind for an increasing number of today's consumers and we continuously advance our portfolio while addressing these topics. Specifically, when it comes to packaging, Henkel pursues [ambitious targets for sustainable packaging](#) to promote a circular economy and reduce plastic waste," said Robert Günther, Corporate Director Henkel Ventures. "We look forward to gaining insights from the Truman's team, as well as supporting them with our expertise and resources."

"The partnership with Henkel validates that Truman's is leading the effort to drive progress in the cleaning industry," said Truman's Co-Founder and CEO Jon Bostock. "Cleaning should be simple, convenient and environmentally friendly."

Through the partnership, Truman's gains access to Henkel's expertise in strong brands and technologies, customer base and global footprint. "By combining the resources of Henkel with our team's proven track record of reimagining traditional product categories, we're positioning Truman's for rapid growth long-term," said Co-Founder and Chief Marketing Officer Alex Reed, noting Truman's has been growing 30 percent monthly since its February launch.

Henkel's corporate venture capital engagement

Henkel Ventures is Henkel's corporate venture capital engagement with a total volume of up to 150 million euros. The dedicated team actively evaluates and manages equity investments and joint development projects with start-up companies. Building on existing successful collaborations between Henkel's three business units and start-ups, Henkel Ventures focuses on a variety of digital and technological search fields. The investment into Truman's follows further direct and fund investments from Henkel. For more information please visit www.henkel-ventures.com.

More information on Henkel's progress in sustainable packaging can be found at: www.henkel.com/plastic

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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 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.

About Truman's

Fed up with the clutter of cleaning, Truman's offers just 4 non-toxic cleaners and refill cartridges that safely and effectively clean virtually all of a home's hard surfaces. Because the refills are combined with water at home, Truman's eliminates the single-use bottle while dramatically simplifying the supply chain and customer experience. It's a win-win. Unless you hate Planet Earth and a clean home. Then it's a lose-lose. For more information, please visit www.trumans.com.

Photo material is available at www.henkel.com/press

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