



Press Release

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Fritz Henkel Award for Innovation 2009

Prize-winning performers

It all starts with an idea. A sudden thought. A solution to a recognized problem. But that is not enough. Those wishing to qualify for the 'Fritz Henkel Award for Innovation' have to implement that idea in practice – and prove its commercial viability in the marketplace. These are the criteria against which, each year, Henkel confers this much-coveted commendation on three winning teams of employees for the best product innovations.

Düsseldorf – The 'Fritz Henkel Award for Innovation' is Henkel's highest in-house accolade. It takes its name from the company founder who, in his life and times, was himself a pioneer responsible for many a clever idea and ground-breaking development. For it was Fritz Henkel who, with the first self-acting detergent introduced at the beginning of the twentieth century, revolutionized the previously wearisome and time-consuming chore of laundry washing. And still today, the innovative spirit shown by the company's founder serves as both inspiration and exemplar for Henkel's employees.

Simone Bagel-Trah, Chairwoman of the Supervisory Board and of the Shareholders' Committee at Henkel, presented the awards to the winning innovation teams. And in her laudation, she emphasized the importance of progressive new developments for Henkel: "Smart innovations that are successful in the marketplace," she said, "are vital to the existence of our company." She also noted that good ideas truly abounded at Henkel, as evidenced by the large number of applications for the Fritz Henkel Award from which the jury had to make their selections.



The Fritz Henkel Award has been conferred annually since 1982. With it, one employee team from each of the three business sectors is honored for outstanding achievements in developing a successful product innovation. And the winning projects in 2009 were:

Purex Complete 3-in-1 Laundry Sheets

An all-in-one laundry solution has taken the American laundry market by storm. Purex Complete 3-in-1 Laundry Sheets contain detergent, softener and anti-static to prevent the build-up of static in fabrics during the drier cycle.

Essential Color and Essensity

Offering a true breakthrough in permanent hair coloration, these two colorant lines have a high percentage of natural-based ingredients, ensuring long-lasting color intensity, superb gray coverage and optimal care without any use of ammonia.

Technomelt Supra and Coolmelt

With the revolutionary new product range further upgrading these packaging adhesives, Henkel is able to help its industrial customers to operate more efficiently, reduce overall cost and protect the environment. With Coolmelt, adhesive consumption is reduced by up to 20 percent, while Technomelt Supra offers a staggering saving of up to 30 percent.

The date of the award ceremony is not only special to the winning teams; because it marks 'Innovation Day' for all Henkel employees around the world, underscoring the Group-wide appeal to the company's people to constantly put their minds to new ideas and suggestions for improvement. For without innovation there can be no progress: a third of Henkel's sales is today already being generated from products younger than three years old.

Photo material available on the web at: <http://www.henkel.com/press>.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 50,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand like a Friend."

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