



## Press release

Düsseldorf, January 27, 2009

**“Best Innovation Contributor 2008”/“Best Supply Performance 2008”**

### **Henkel Laundry & Home Care presents awards to outstanding suppliers**

At the 2009 Soap and Detergent Association (SDA) Annual Meeting and Industry Convention, January 27 to 31, 2009 in the United States, Henkel Laundry & Home Care awards two prizes. The “Best Innovation Contributor 2008” goes to Rohm and Haas for the best contribution of an external partner delivering consumer-relevant innovation. The “Best Supply Performance 2008” is presented to BASF for its outstanding operational supply performance.

#### **Rohm and Haas recognized for “Best Innovation Contributor 2008”**

“We are very happy to present the prize for the ‘Best Innovation Contributor 2008’ to our long-term business partner Rohm and Haas. Our successful collaboration resulted in a new generation of salt substitute polymers for high-performing multifunctional automatic dish washing products,” says Thomas Müller-Kirschbaum, Corporate Senior Vice President for R&D, Technology and Supply Chain within Henkel’s Laundry & Home Care business sector. “This innovative chemistry contributes to assuring Henkel’s leading position in premium automatic dish washing detergents, now and in the future.”

#### **BASF recognized for “Best Supply Performance 2008”**

Measuring supply performance is also crucial for continuous improvement. Henkel awards a prize for outstanding supply performance. “Among many companies that do a great job in reliably supplying Henkel every day, BASF was recognized as best-in-class for reliability, flexibility, supply processes and product quality,” states Bertrand Conquéret, Corporate Senior Vice President and Head of Corporate Purchasing Henkel, who was pleased to present BASF with the award for “Best Supply



Performance 2008” at the Soap and Detergent Association Annual Meeting and Industry Convention in Florida, United States.

### **New Book released: The Future of Washing**

As recognition of Persil laundry detergent 100<sup>th</sup> anniversary, Henkel hosted a scientific conference on “The Future of Washing.” Henkel invited 20 international experts from the fields of business, science, research, and society asking them to present their perspectives on the future and challenges that lie ahead. The conference covered a broad spectrum of topics – the anticipated needs of consumers in all the various regions of world; changes in washing technologies that are taking shape on the horizon; the need for cooperation with trading partners to exploit new chances in the product and value chains – and concluded with a look into the future of our economy and society challenging us all to actively shape the future. As the results of the conference are stimulatory, Henkel has decided to publish the contributions in book-form and to make the book available to all friends and partners of Henkel.

**Further information and photos are available at [www.henkel.com/press](http://www.henkel.com/press) and [www.henkel.com/quality](http://www.henkel.com/quality).**

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas – Home Care, Personal Care, and Adhesive Technologies – and is ranked among the Fortune Global 500 companies. More than 60 percent of Henkel's sales are in consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2007, Henkel generated sales of 13,074 million euros and operating profit of 1,344 million euros. Our more than 55,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

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