



Press release

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Nine drops do the trick

Henkel's Loctite breaks World Record

Henkel has brought the Guinness World Record™ of the “heaviest vehicle lifted with glue” to a new level. Thanks to the performance of its record-breaking Loctite Superglue Henkel was able to lift a car with an overall weight of more than five tons.

Loctite Superglue can now justifiably claim to be the strongest glue in the world. Just nine drops were sufficient to convince the jury: The Guinness World Record™ of the “heaviest vehicle lifted with glue” now goes to Loctite. With a black pick-up truck giving a piggyback ride to an additional city car, Loctite Superglue secured an amazing overall weight of exactly 5.02 tons – almost one ton on top of the old record.

The product used for this astonishing exercise is not an exotic solution from outer space – actually it is classic Loctite Superglue liquid which can be bought in stores all over the world. Loctite Superglues provide very strong, fast and reliable bonding solutions for everyday usage and for a broad variety of materials. Loctite offers a complementary product range. To name just a few of them: Loctite Superglue liquid, the classic solution for fast and strong bondings, Loctite Superglue Gel, especially convenient because of its no-drip features, and since 2008 Loctite Ultra Gel, a rubber-infused superglue providing bonds that are even shock- and water-resistant. Next to the classic superglue tube, Loctite also offers special applicators that ensure ultimate dose control (Loctite Superglue Control) or come with a brush solution ideal for applications on larger surfaces (Loctite Superglue Brush-on).

“With our product range of Loctite Superglues we cover virtually every consumer need”, says Tanja Störmer, International Marketing Manager Superglues & Epoxies. “Our new Superglue Ultra Gel is even extending the scope of a classic instant adhesive to bonding flexible materials like leather or rubber.” Like most of the Loctite



consumer products this breakthrough in the consumer superglue market had originally been developed for industrial use. But already in the development phase it became obvious that also consumers all over the world should be able to utilize the benefits of this new rubber-infused technology.

To communicate the superior bonding strength of Loctite Superglues, Loctite successfully implemented the “hanging man” as well-known key visual already years ago: a man that was stuck headlong to the ceiling with just a few drops of Loctite Superglue on his shoes. This year the famous Loctite “hanging man” will leave the place he used to be glued to. To demonstrate the versatile use of Loctite Superglues for nearly all materials, the new TV campaign starting spring 2009 sees him appearing in many different locations such as an airplane wing or a spring board in a public swimming pool. And now, in addition to all demonstrations done by the “hanging man”, the Guinness World Record™ is a convincing proof of the strength and speed of Loctite Superglues and an impressive way to disclose this to consumers all over the world.

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

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 fast-moving consumer goods, while the industrial business accounts for almost 40 percent of the company's total sales. In fiscal 2008, Henkel generated sales of 14,131 million euros and adjusted operating profit of 1,460 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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