

Press release

2016/09/13

Henkel Adhesive Technologies at the Automechanika in Frankfurt

Experience Henkel's full range of auto body treatments up close

For many years now, adhesive technologies have been an important component of vehicle production, but also of vehicle repairs and maintenance. Customers value high-quality workmanship and increased safety, and want their cars to be restored to their ex-factory state. This can be achieved, for instance, by creating sealants that impart OEM looks and quality. Henkel's comprehensive product portfolio provides just this with its range of auto body innovations, which can be experienced live at our stand with the help of a vehicle that has undergone extensive preparations.

At the Automechanika, the leading international automotive industry trade fair for equipment, spare parts, accessories, and management and services, visitors can find out more about the newest innovations in the field of adhesives and sealants, polishing systems and finishes, at the Henkel booth, A05 in hall 11. Henkel will demonstrate how to apply its solutions on a large treatment island and Henkel staff will be there to answer visitors' questions about choosing and using the right products. In addition to this, visitors will find Henkel at the apprenticeship and training hall, GAL 1, at booth A03. Henkel treatment specialists there will provide free training in German and English, directed primarily at beginners and apprentices who want to gain insights into auto bodywork/bonding techniques using adhesives and sealants.



LOCTITE BONDERITE TECHNOMELT TEROSON AQUENCE Ceresit

Experience Henkel's collaboration with BRABUS live

The collaboration between BRABUS and Henkel Adhesive Technologies' Original Equipment Services (OES) was recently announced at the Frankfurt IAA Motor Show. BRABUS uses a large selection of cleaning agents and high-performance adhesives and sealants from the Loctite and Teroson brands in all areas of motor tuning and in exclusive small-batch productions. This includes surface sealants for motors and gear boxes, and silicone sealants for screw locking devices, oil pans, and water and oil pumps. Showing a V12 high-performance BRABUS engine at the booth, our technical staff will demonstrate areas of LOCTITE key applications on engine tuning and maintenance.

Interactive prize draw with the Bonderite C-MC 400 Graffiti Remover

With its large product portfolio, Henkel Adhesive Technologies has a wide range of body maintenance solutions on offer. In the interior of a disassembled car, visitors will be able to experience the full range of Henkel's products and treatments up close. These include sealants, direct glazing adhesives, plastic repairs, anti-flutter applications, body-cavity sealing and threadlockers. Specialist staff will be on hand at the neighboring treatment island to answer visitors' questions about technical treatments and will provide explanations for product innovations like Teroson PU 9161, an anti-flutter treatment for auto body panels.

The car's exterior has been decorated with artistic graffiti. On Thursday, September 15, an interactive prize draw will take place using Henkel's proven Bonderite C-MC 400, the Graffiti and Marking Remover. Visitors taking part will be able to experience firsthand how reliably and quickly Bonderite C-MC 400 removes unwanted graffiti, which is particularly annoying on public transport. Those who uncover one of 15 crosses on the auto body using the remover will win a high-quality Premium Line starter kit from the recently launched Henkel lacquer polish series. Participants will also be in the draw to win two DFB tickets for the Germany vs. Czech Republic match in Hamburg on October 8, 2016.

Online portal reloaded

The online portal www.vehicle-repair-solutions.com, launched in Germany, France and Great Britain in 2014, provides customized industry products and helps Henkel customers and users of Henkel's repair products to stay a couple of steps ahead of the competition. The website has now been rolled out in a total of 21 European countries and 18 languages and has been expanded with further treatment-specific topics. New to the portal are application videos, which provide step-by-step instructions on proper product selection and use, e.g. in the field of roof repairs or windscreen replacement. Of course, customers will still find information about all of our product innovations in the "Products" category.

Loctite, Bonderite and Teroson are registered trademarks of Henkel and its affiliates in Germany and elsewhere.

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 18.1 billion euros and adjusted operating profit of 2.9 billion euros in fiscal 2015. Henkel's preferred shares are listed in the German stock index DAX.

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

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The following material is available:



Vehicle solutions for car repair solutions.