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G20

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THE PITTSBURGH SUMMIT

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**Sustaining
global recovery**



For innovative, sustainable consumption



Each day, millions of customers and consumers around the world choose brands and technologies from Henkel. Our products deliver premium quality while having great potential to make positive contributions toward solving social challenges such as climate change, resource conservation, hygiene, and avoidance of waste. Multiplied a million times, the savings that can be made by using Henkel products represent a major step toward more efficient use of such valuable resources as energy and water.

At Henkel, our ambition is that each new product should not only offer consumers excellent performance but must also make a contribution to sustainable development. With regard to our laundry and home care products, we call this combination “Performance based on Sustainability”. This ambition to combine the quality of our brands with responsibility toward people and the environment demands that we constantly come up with new, ever more innovative ideas. It sets a new yardstick for quality that makes it possible to meet the needs of people today without compromising the development opportunities of future generations. With our promise of “Quality and Responsibility” on all of our laundry detergents and household cleaners worldwide, Henkel is acting as a trailblazer and aims to make it easier for consumers to reach a conscientious purchasing decision and help them to identify the more sustainable solutions.

Improvements throughout the value chain

To meet the global challenges, Henkel focuses its activities throughout the value chain on sustainable development. Sustainable development starts with the selection of the raw materials, involves manufacturing, distribution and communication, and also takes into account the use phase and disposal.

Example: raw materials

Henkel has been using ingredients based on renewable raw materials for many decades. One example is the ingredients for washing-active substances – the surfactants. Instead of being based on finite resources such as petroleum, these can also be derived from palm kernel oil. In order to promote the sustainable cultivation of palm kernel oil, Henkel has been involved since 2003 in the Round Table on Sustainable Palm Oil (RSPO). Under the Book & Claim

system Henkel became the first company in the world to purchase certificates for sustainable palm kernel oil for the products of its Terra Activ brand. The ingredients of the cleaning products are based up to 85 percent on renewable raw materials.

Example: production and distribution

For decades the responsible handling of resources has been standard practice at Henkel. Based on the 2007 levels, Henkel has set itself the target for 2012 of reducing the energy consumption per metric ton of output by 15 percent and water consumption by 10 percent. The volume of waste is also to be cut by 10 percent.

Example: use phase

In the overall life cycle of many Henkel products, most of the climate-damaging greenhouse gases are not generated during manufacture but during the use phase. Henkel therefore continuously optimizes the formulations of its laundry detergents and household cleaners so that they provide significant added value by offering additional functions, as in the case of Purex Complete 3-in-1, or already deliver very high performance even at low temperatures, as Somat 9 does. By selecting low temperature programs, consumers can thus help to protect the climate and save money at the same time.

Example: disposal

Henkel has been conducting research on biodegradability for more than 50 years. By developing the Closed Bottle Test, one of the six tests for biodegradability recognized worldwide by the Organization for Economic Cooperation and Development, Henkel has made a major contribution to progress in this area.

“At Henkel, we focus on the entire value chain. “Performance based on Sustainability” is the key innovation driver which combines premium brand quality and corporate responsibility for sustainable consumption. Above all it is a real success factor!”

Christian-André Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer as well as Sustainability Council representative for the Laundry & Home Care business at Henkel.

