



Press Release

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Cooperation to further drive consumer communication with products and brands

Henkel and Selinko to partner for smart packaging solutions

DÜSSELDORF – Henkel and Selinko SA, an all-in-one Internet of Things (IoT) solution provider, have announced a collaboration agreement to expand and improve smart and interactive packaging solutions especially focussing on FMCG markets.

Innovative smart packaging applications allow consumers to interact digitally with consumer goods by using their smartphone or other mobile devices. The technology enables unique product digital experiences and creates a direct link between the brands and consumers.

“We are very happy about the collaboration with an industry leader like Henkel who combines technology know-how and broad brand expertise,” said Patrick Eischen, Founder and Chief Executive Officer of Selinko. “Henkel is investigating NFC based smart packaging solutions and printed electronics technologies that will bring a whole new range of cost effective and exciting opportunities for brands. We believe that our partnership will improve the smart packaging services and solutions and will help enabling the Internet of consumer goods.”

“Selinko’s services approach, combined with its Object Relationship Management™ software platform provides an important competitive advantage in the IoT space,” said Paolo Bavaj, Head of Corporate Venturing at Henkel Adhesive Technologies. “Our partnership will help Henkel developing strong value propositions in its one-stop shop approach for smart packaging.”



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Today there are about 2 billion Near Field Communications (NFC) enabled mobile phones in use, and two thirds of all global handsets shipped have incorporated this technology. It can easily provide access to services such as product information and authentication, warranty activation, user guides, customer services, personalized and contextualized content, targeted promotions, loyalty programs, and re-ordering of products.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros, adjusted operating profit of 3.2 billion euros. Its three top brands, Persil (detergent), Schwarzkopf (hair care) and Loctite (adhesive) generated more than 6 billion euros in combined sales. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com

About Selinko

Selinko is the only all-in-one solutions provider for brands that want to connect their products to the Internet of Things. We mark each product with an NFC tag or a QR Code that hold a unique digital identifier, which can be read using an NFC smartphone. These identities enable us to provide high value-added services to brands such as, product authentication (up to bank-level security), gray market detection, consumer engagement and a patented, certified e-commerce solution to eradicate the sale of fake products online. Our solution is adapted to different sectors such as wines and spirits, leather goods, perfumes and cosmetics, footwear and apparel, etc. Selinko is an award winning privately held Belgian Limited Company. Please visit www.selinko.com

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

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