



2024 – Henkel celebrates 30 years in Romania

Bucharest, 16. October 2024 - The year 2024 marks the 30th anniversary of the company's founding. The first brands launched by Henkel on the Romanian market, in 1994, were Persil and Pur, from the Laundry & Home Care division's portfolio. Since then, its portfolio has expanded to more than 30 brands, thousands of products, from detergents and home care products, to cosmetics and beauty care products, to commercial, professional, industrial adhesives and technologies. Today, Henkel operates three adhesive production units in Romania, located in Pantelimon near Bucharest, Câmpia Turzii / Cluj County and Roznov / Neamt County.

As a responsible member of the Romanian society, Henkel Romania has been actively involved in all these 30 years, in supporting and sponsoring thousands of educational, social, community, ecological, cultural and sports projects. Since its establishment, the company has focused its *CSR/Social Responsibility* efforts on the following key areas: *education, community and social projects, environment/sustainable development and culture*. Basically, they intertwine and complement each other, generating synergies and a much greater impact for all the projects carried out in the last 30 years. For example, the "education" component is found in all the company's CSR projects.

Also in this anniversary year, Henkel Romania supports key projects covering all the areas mentioned above.

In the area of *community and social projects*, the company supports the victims of the catastrophic floods of recent weeks this year as well, donating detergents through the National Red Cross Society of Romania, the company's traditional partner for its donations in the last 30 years. To help families affected by floods in Galati County, Henkel offers over 3,000 pieces of Persil 80 washes powder-detergent, with a total value of over EUR 14,000.

Also in this area, the company continues to support the key initiatives of the partner NGO Habitat for Humanity Bucharest Half Marathon 2024 and Hope Build ([info](#)).

In the area of *environment / sustainable development*, the company supports planting and reforestation activities in Prahova County, carried out with the partner NGO, Viitor Plus ([info](#)). The long tradition of projects in this area inspires more and more of the company's employees, who want to contribute personally, as volunteers, to the projects carried out with the partner NGOs Habitat for Humanity (Bucharest Half Marathon 2024 and Hope Build) and Viitor Plus.

And in the area of *education*, the company will continue to support this year the creative and innovative projects of its traditional partner – the University of Art and Design in Cluj Napoca.

Milestones Henkel Romania (1994-2024) | CSR -1. Community and Social Projects,

Among the company's representative projects in the last 30 years, in the area of *community and social projects*, we mention: the Henkel CEE Award for Art (2002-2008), the support of the Christmas Tree Festival, the support of the Children's Day Center in Petrila (both in partnership with the Save the Children organization), the support of the Câmpia Turzii Community Center and many others.



Over the past 30 years, Henkel Romania has been actively involved in helping victims of natural disasters (e.g. floods), its donations being distributed with the help of the National Red Cross Society of Romania.

Moreover, during the pandemic, Henkel Romania has contributed to local efforts since the first phase, April 2020, through donations of money and products, also carried out with the help of the National Red Cross Society of Romania. His campaign of product donations to various associations and NGOs then continued in 2021, in the following phases of the pandemic.

More details about...

- The most important milestones in the company's CSR history: [Sustenabilitate \(henkel.ro\)](#).
- Henkel Romania: www.henkel.ro
- Henkel Group: www.henkel.com