



Press Release

October 11, 2024

50 years of innovation and community impact

Henkel celebrates 50 years in Indonesia

Jakarta, Indonesia – Henkel, a global leader in adhesives, sealants and functional coatings, celebrates its 50th year in Indonesia this year. Building on a strong foundation of innovation, Henkel is committed to continue driving purposeful growth in the Adhesive Technologies market as a trusted partner, while making a meaningful difference in the community.

“Celebrating 50 years in Indonesia marks a significant milestone for us. We extend our deep gratitude for the steadfast support from our stakeholders over the decades. As we move forward, we remain dedicated to strengthening our collaborative culture with empowered people, creating exceptional value for our trusted partners, uplifting the communities where we operate, and driving progress in the years to come,” said Dharmesh Shah, President of Henkel Indonesia.

Established in 1974, Henkel Indonesia operates the Adhesive Technologies business unit with approximately 426 employees across a head office, shoe adhesives plant, and Southeast Asia Regional Innovation Center in Tangerang, Banten, and an industrial adhesives plant in Pasuruan, East Java.

Through the Adhesive Technologies business, Henkel Indonesia offers customers leading solutions in a wide range of industries including Mobility and Electronics, Packaging and Consumer Goods, and Craftsmen, Construction and Professional, with key brands such as Loctite, Bonderite, Technomelt, Teroson and Aquence. Henkel is also dedicated to driving innovation and offering customers a competitive edge by expanding its portfolio to meet the evolving needs of the industry, as demonstrated by the acquisition of Darex Packaging Technologies in 2017, and more recent acquisitions of CSNRI and Seal For Life in 2023 and 2024.

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Building on decades of experience in the Adhesives Technologies market, Henkel is committed to advancing the local industry through collaboration, fostering talent, and promoting innovative and sustainable solutions. In 2018, Henkel established the Southeast Asia Regional Innovation Center in Bintaro, South Tangerang, representing the first-of-its-kind for the adhesives industry in the region, and one of Henkel's largest investments in Indonesia. Through the innovation center, Henkel continues to drive close collaboration with partners, and the development of high-performance products, contributing to the strength and growth of the local industry.

Additionally, Henkel Converters' Academy was also opened in Indonesia in 2023, expanding its certified professional training program for the flexible packaging industry to Southeast Asia. Endorsed by IHK Düsseldorf, the program offers expert training in coating solutions, lamination technologies, and practical applications at the Southeast Asia Regional Innovation Center, blending technical presentations with hands-on experience to help regional customers innovate and enhance packaging sustainability.

Shaping the markets of tomorrow through digital transformation

Over the years, Henkel Indonesia has upheld its commitment to manufacturing excellence and delivering value for its partners and customers. In the past decade, smart factory systems have been implemented at the Pasuruan and Tangerang plants, enhancing operations and driving further innovation and efficiency. The integration with SAP at the Pasuruan plant has enhanced real-time data analysis, improving safety and quality. At the Tangerang plant, digitalization and data-driven processes have helped to optimize resources and increase productivity, while offering flexibility and advanced maintenance capabilities.

Both Adhesive Technologies plants have received provincial and national recognition for their standards in safety, productivity and innovation, including the Siddhakarya productivity award (2022) and the Pramakarya award (2023) for the Pasuruan plant. The Tangerang plant also achieved a significant milestone of more than six million incident-free manhours in 2022, earning an Occupational Health and Safety Zero Accident Award, and a gold rating from Panitia Pembina Keselamatan dan Kesehatan Kerja (Occupational Health and Safety Committee), from the Governor of Banten.

Through digital business initiatives, Henkel Indonesia has also strengthened engagement with its partners and customers by launching the Loctite Indonesia Official Store on Tokopedia and Shopee in 2022. Marking the first e-commerce expansion in Southeast Asia for the Henkel Adhesive Technologies' General Manufacturing & Maintenance unit, the presence of

the official store provides a new direct-to-consumer channel, building relationships and enhancing brand presence on digital platforms.

Empowering communities and advancing the commitment to sustainability

As part of the 50th anniversary celebrations, Henkel Indonesia employees came together to plant 150 trees at Mangunan Pines Forests in Yogyakarta, reinforcing Henkel's commitment to the community and the environment. Earlier this year, Henkel Indonesia also initiated a six-week project to rebuild a primary school building for students in SD Namatota, West Papua, funded by the Make an Impact on Tomorrow initiative.

Henkel Indonesia has been actively contributing to the community over the years. During the COVID-19 outbreak, Henkel Indonesia donated 12,000 euros (over 200 million Indonesian rupiah) to Habitat for Humanity Indonesia to support hospital staff in Surabaya with accommodation, food, transportation, and personal protection equipment.

In addition to providing aid and leading school rebuilding efforts, Henkel Indonesia has worked with schools and businesses to embrace environmental stewardship and contribute to a sustainable future. The Henkel Sustainability Ambassador School Outreach program was launched in Indonesia in 2014, equipping employees to promote sustainability in the workplace and the local community. Complementing this program, the company has spearheaded several initiatives including collaborations with Teens Go Green Indonesia for a webinar on ocean plastic pollution during "Plastic Free July," and a Youth Climate Action Camp featuring recycling facility tours, coral transplantations, and mangrove seedling planting. Henkel Indonesia also held a Sustainability Seminar in 2023 to convene experts and stakeholders to explore and advance sustainable packaging practices.

Celebrating 50 years of purposeful growth

Henkel Indonesia hosted a Gala Dinner on October 10, 2024, at The St. Regis Jakarta to commemorate its 50th year anniversary, with investors, business partners, and government representatives in attendance.

The event celebrated Henkel's achievements in Indonesia since establishment, with addresses by esteemed guests from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, and the German Embassy in Jakarta, a tribute anniversary video featuring local employees, and special performances by local musicians. Henkel's 50-year journey in Indonesia

was also brought to life through installations and an experience center showcasing various innovations developed by Henkel over the past half-century.

Strengthening our collaborative culture through empowerment

A strong culture, shared values and a clear framework for collaborating as one team are key for Henkel's future success. Henkel Indonesia will continue to foster a culture of collaboration and empowerment, upskill its employees with future-ready capabilities and enable its people to grow and develop.

Its employees were also celebrated at a series of appreciation events on September 19-21, 2024, where they bonded over team-building activities, a jeep lava tour and meals together, providing an opportunity to reflect on past achievements and envision the future together.

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About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 48,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Photo material is available at www.henkel.com/press

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