



## Press Release

January 28, 2025

Acknowledging innovative solutions that make an impact

### **Henkel Consumer Brand rewards suppliers for outstanding contributions**

Orlando, Florida/USA – Henkel’s business unit Henkel Consumer Brands recognized its top suppliers for their industry-leading performance in 2024 with an award ceremony. The event took place at the American Cleaning Institute Convention in Orlando, Florida, on 27 January with more than 200 participants. The top partners were awarded in three categories: Moeve and Unger were honored with the “Sustainability Award”. Takasago, Novonesis and Wacker received each a “Best Innovation Contributor Award”. The winner of the “Supply Resilience Award” was Givaudan. Philipp Schaffer, Senior Vice President Henkel Consumer Brands North America, and Sebastian Schauten, Head of Procurement Henkel Consumer Brands, welcomed the representatives of more than 30 major suppliers of Henkel.

#### **Moeve and Unger received the “Sustainability Award 2024”**

Marjon Stamsnijder, Head of Sustainability for Henkel Consumer Brands, handed over the “Sustainability Award 2024” to Moeve and Unger. Moeve has developed the sustainable version of LAB – a key surfactant in cleaning products. For its production, fossil raw materials are now partially replaced by renewables in accordance with the “biomass balance approach”. Combined with the sulfonation support of Unger, this enables the transition towards more renewable feedstocks. Henkel uses the new surfactant in its cleaning products. “This is a concrete step to foster a regenerative planet as we intend to transform our processes, products and use of raw materials in the direction of a resource-efficient, net-zero future”, says Marjon Stamsnijder.

**LOCTITE**

**TECHNOMELT**

**BONDERITE**

**Persil**



## **Takasago, Novonesis and Wacker are awarded as “Best Innovation Contributor 2024”**

During the award ceremony, Frank Meyer, Corporate Senior Vice President Global R&D Henkel Consumer Brands, highlighted the importance of innovation for growth in the consumer goods business: “Innovation is essential to further drive growth. It enables us to provide our consumers and salon customers with high performing and sustainable products.” He then awarded Takasago for their strong anti-odor technology as one of three winners in the category “Best Innovation Contributor 2024”.

Novonesis received the prize for their materialization of a nature inspired working principle in Henkel’s cleaning brand Bref, where self-adjusting bio actives step up the promise to minimize effort and maximize cleanliness.

Wacker was awarded for its contribution in the haircare innovation sector and was honored for developing a unique texture that enhances performance and user satisfaction in the new generation of Syoss hair conditioners.

## **Givaudan wins the “Supply Resilience Award 2024”**

Givaudan was awarded for their “Supply Resilience”. Key elements for outstanding supply performance include excellent operational management and best-in-class service combined with continued progress in risk management and sustainability.

Kemal Kavasoglu, Global Head of Raw Materials Procurement for Henkel Consumer Brands, summarized 2024 as a year that has brought again its share of challenges particularly highlighting the intensified geopolitical tensions, continued wars and a rapidly evolving world that put Henkel’s resilience and flexibility to test. He underlined that overcoming such a challenging year was only possible by standing together as an industry and thanked all partners for a strong global collaboration in 2024.

## **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](http://www.henkel.com)

**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

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