



Press Release

February 21, 2025

Investment reinforces commitment to sports & fashion innovation and sustainability

Henkel inaugurates new Application Center in South Korea

Busan, South Korea – Henkel today announced the opening of its new Application Center in Busan, South Korea, marking a significant investment in the global sports & fashion industry and underlining its commitment to support leading brand owners in Korea. The new center signifies Henkel’s dedication to providing cutting-edge solutions and technical expertise to the sports & fashion industry. As a global leader in adhesive solutions, Henkel is a longstanding reliable partner to the sector. The center reinforces this positioning and further solidifies Henkel’s pledge to be at the forefront of industry advancement delivering constant innovation.

“We deeply value Korea’s role in the global sports & fashion industry. By strengthening our presence here, we reaffirm our commitment to being a trusted and responsive partner, leveraging Henkel’s decades of industry expertise to drive shared success” said Corbett Wallace, Corporate Vice President of Consumer Goods Adhesives at Henkel.

Beyond localized support, the Henkel Application Center Busan leverages the company’s global capabilities. Cross-functional integration between business units brings together diverse expertise to deliver innovative, tailored solutions that directly address customers’ evolving needs. The building features advanced facilities and collaborative workspaces designed to foster innovation, collaboration, drive efficiency, and stimulate growth. It serves as a connection point, linking customers with Henkel’s R&D capabilities and driving the future of the sports & fashion industry.

Henkel is also actively researching and refining automated and simplified processes to empower partners to seamlessly integrate new technologies into their manufacturing practices, enhancing operational efficiency and accelerating innovation. Henkel is dedicated to pioneering sustainable adhesive solutions and materials that reduce the environmental impact. By integrating circular economy principles and bio-based raw materials into its product development, Henkel helps drive sustainable manufacturing practices across the sports & fashion industries.

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Dharmesh Shah, Head of Consumer Goods Adhesives Asia-Pacific at Henkel, said: "The opening of our new Application Center in Busan represents our unwavering commitment to our partners and customers. We believe this facility will serve as a catalyst for innovation, collaboration, and ultimately, the success of our partners."

May Kim, President of Henkel Korea, stated: "We look forward to strengthening our domestic investments and collaborations with global brands through the Henkel Application Center Busan in the future."

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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Henkel AG & Co. KGaA



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