

Henkel in brief



Henkel

A Brand Like a friend

A Brand like a Friend

“Henkel-A Brand like a Friend”-This is the claim with which Henkel underlines its promise to make people’s lives easier, better and more beautiful with its brands and technologies.



With success: Henkel is a globally operating group of companies with a widely diversified range of products. The spectrum extends from detergents and house-hold cleaners, cosmetics, toiletries and to adhesives technologies.

Henkel, headquartered in Düsseldorf / Germany, has about 52,000 employees worldwide and counts among the most internationally aligned German-based companies in the global market place

History of Henkel in Greece

From 1968 to 1989, Henkel products were distributed in the Greek market via licensees. The Greek owned company “ T.Trifon & P. Kastrinis S.A.” launched Dixan in 1968, Persil in 1970 and Fa and Polykur in 1981. In 1974, Henkel Chemical S.A. launched Adhesives and Technology products.

1989 Henkel KGaA bought 57% of the stocks of the Greek owned company “ T.Trifon & P. Kastrinis S.A.”

The company was renamed to Henkel Hellas S.A.

1991 Henkel KGaA bought another 31% of Henkel Hellas S.A.

Henkel KGaA acquired Henkel Chemical S.A.

Business activities expanded through exports of Detergents and Cosmetics to Eastern Europe and Israel.



- 1994** Transferred Hygiene Business to Henkel Ecolab.
Sold the Hygiene Production Plant to Henkel Ecolab.
Acquired the Greek-owned adhesives company VIAFREL.
Acquired the Greek-owned distribution company TRIFOSIN.
Expanded the Cosmetics product range through overtaking Schwarzkopf products.
- 1995** Established the Joint-Venture with Pelikan.
- 1997** Acquired the technologies company NOVAMAX ITB Hellas.
Overtook LOCTITE products.
- 1998** Acquired the majority of shares of the Greek-owned, and listed in the Greek Stock exchange market, Cosmetics Industry Rilken S.A.



- 1999** Established the Schwarzkopf & Rilken S.A. Distribution company from Henkel Hellas S.A. and Rilken S.A., taking over the distribution of retail cosmetics products.
- 2000** Closed the Detergents Production Plant in Atalanti.
- 2002** Consolidated the Administration Services within the frame of Shared Services Organization.
Henkel launched globally its new corporate identity and slogan “Henkel- A Brand like a Friend”.
- 2005** Transferred Cosmetics production to a third party producer.
Interrupted the Joint-Venture with Pelikan.
Transferred the distribution of Cosmetics consumer products to Rilken S.A.
- 2006** Started the liquidation of Schwarzkopf & Rilken S.A.
Consolidated the warehouses of the Henkel Hellas group of companies in the new center of warehousing and Distribution in Mandra, Attikis.



Areas of Competence



The Henkel Group operates in the following strategic areas of competence: Home Care, Personal Care, and Adhesives Technologies.

These strategic business areas are organized into three globally operating business sectors within the Henkel Group:

- Laundry & Home Care,
- Cosmetics/Toiletries,
- Adhesives Technologies

Henkel in Greece

Henkel in Greece is one of the successful providers of brand name products, covering all the areas of competence of Henkel.

The Company is represented by two different legal entities, operating in 4 locations and covering all business sectors.

Henkel Hellas S.A. operates within the business sectors of Laundry & Home Care and Adhesives Technologies (Industrial Adhesives, Loctite, Surface Technologies). The company's head offices and a production plant of Industrial Adhesives are located in Athens, while there is also a Branch Office located in Thessaloniki.

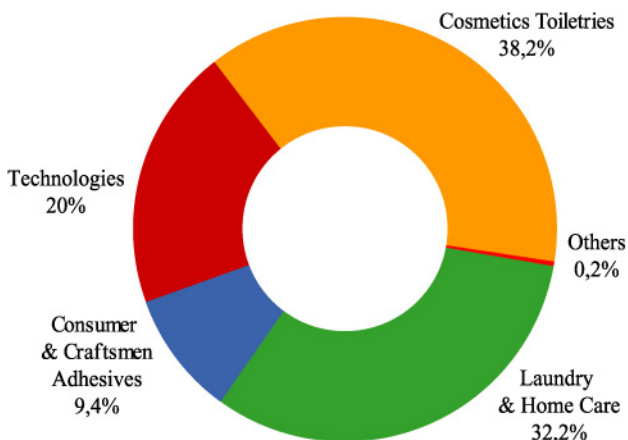
Rilken S.A. operates within the Cosmetics / Toiletries business sector, Professional and Retail, respectively. The company is located in Athens, while there is one branch office in Thessaloniki, where the Schwarzkopf Professional Academy is also located. Rilken S.A. is a Company listed in the Greek stock exchange market.

As of December 2006, 340 people work for Henkel Group of Companies in Greece, the majority of which are employed in Athens.

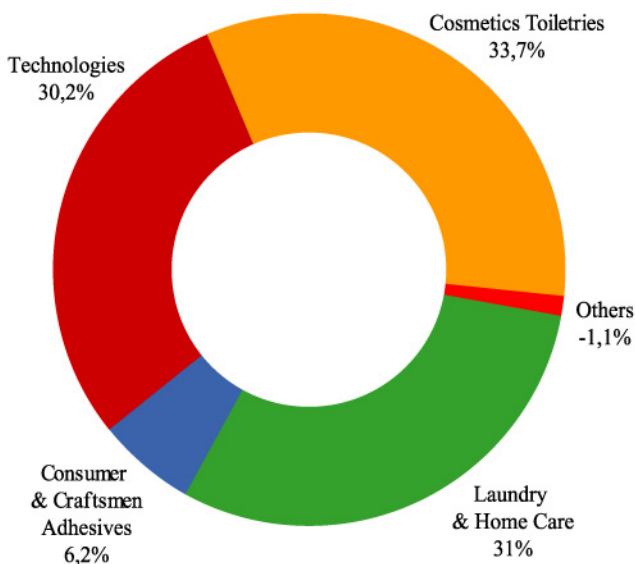
Even though the Henkel name is relatively new in the Greek market, the Company, with its successful brand names, as well as its competitive position, is an attractive employer in Greece.

Henkel in Greece

2006 turnover by business sector

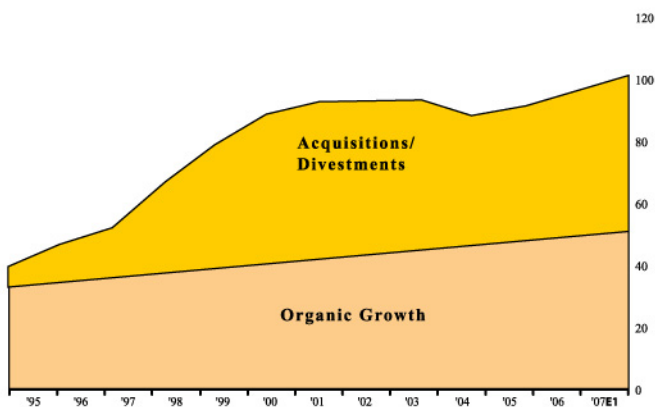
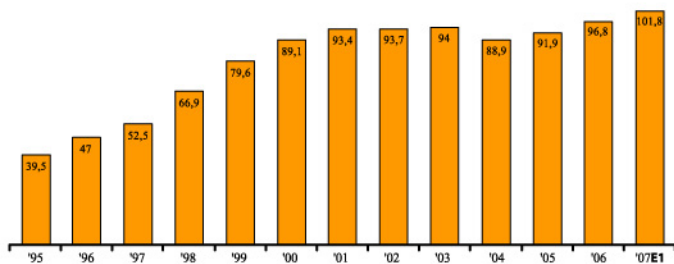


2006 EBIT by business sector



Henkel in Greece

2006 net external sales in mio €



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