

LOCTITE

BONDERITE

TECHNOMELT

TEROSON

AQUENCE



粘 合 剂 技 术

Adhesive Technologies



Excellence is our Passion

关于汉高 Henkel

汉高(Henkel)在全球拥有多个知名品牌和多项先进技术，主要业务分布在三大方面：洗涤剂及家用护理、化妆品及美容用品、粘合剂技术。自1876年成立以来，汉高旗下众多品牌分别在个人消费及工业领域处于市场领先地位并享有美誉，比如宝莹(Persil®)、施华蔻(Schwarzkopf®)、乐泰(Loctite®)等。汉高全球大约有47,000名员工。2013财年的销售额为16.4亿欧元，调整后营业利润为2.5亿欧元。汉高优先股被列入德国DAX指数。

Henkel operates worldwide with leading brands and technologies in three business areas:

Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil®, Schwarzkopf® and Loctite®. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel's preferred shares are listed in the German stock index DAX.



关于汉高中国 Henkel in China

今天，中国市场已成为汉高全球市场最重要的组成部分，亚太市场中超过三分之一的销售额得益于大中华市场的发展。汉高中国涵盖集团三大业务领域：粘合剂技术、化妆品/美容用品和洗涤剂及家用护理。

经过十多年不断的投入和维护，汉高旗下非常多著名的国际品牌如施华蔻(Schwarzkopf®)、乐泰(Loctite®)、泰罗松(Teroson®)、百特(Pritt®)、百得(Pattex®)、赛力特(Ceresit®)等在中国市场上家喻户晓，与此同时，汉高积极实行本土化战略，发展本地品牌，包括孩儿面、光明和熊猫等。

2011年，汉高中国因在社会企业责任领域的杰出贡献，荣获“第一财经-中国企业社会责任榜”杰出企业奖。2013年，汉高中国因在可持续性领域的卓越贡献，获得由中国社会科学院城市发展与环境研究所颁发的“低碳先锋企业”称号。

The business in Greater China have made remarkable achievements by contributing over one third of sales in Henkel Asia Pacific area. Henkel China operates in Henkel's three strategic business units - Adhesive Technologies, Beauty Care and Laundry & Home Care.

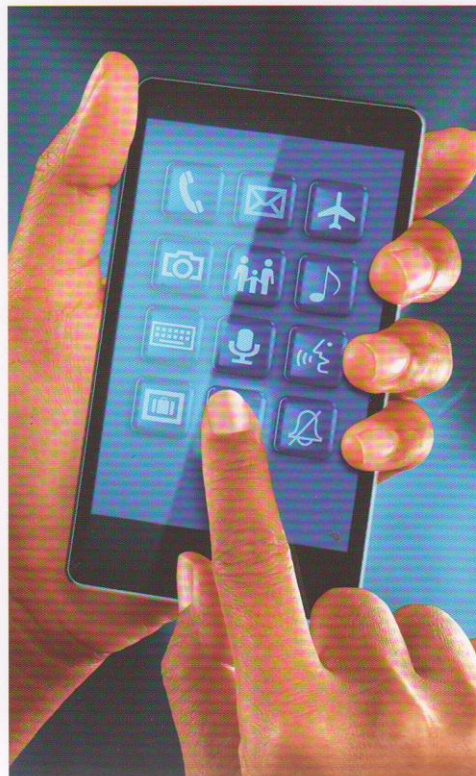
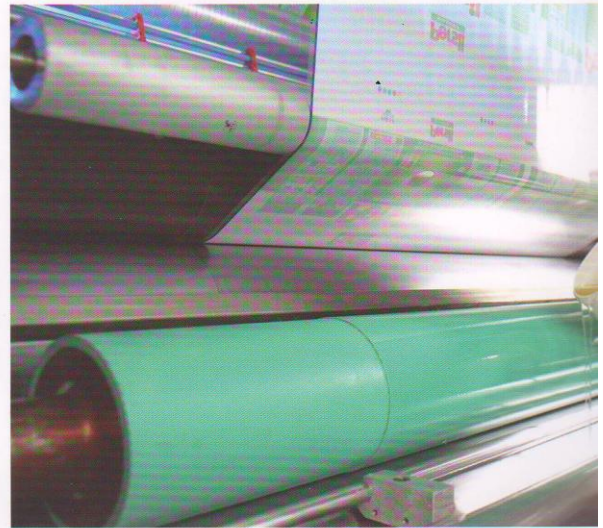
Through 10 years consistently input and maintenance, Henkel's various brands such as Schwarzkopf®, Loctite®, Teroson®, Pritt®, Pattex®, Ceresit® won awareness in Chinese market. At the same time, Henkel actively implements localization strategy, develops local brands including Guangming and Panda.

In 2011, Henkel China has been awarded "Excellent Practice Award for 2011 Corporate Social Responsibility Ranking in China" by China Business News ("CBN"), owing to its outstanding performance in Corporate Social Responsibility area. In 2013, Henkel China has been awarded "2013 Low-carbon Pioneer Company Award" by Institute for Urban and Environmental Studies, Chinese Academy of Social Sciences with its excellent devotion in sustainability area.



汉高粘合剂技术

汉高在粘合剂、密封胶和表面处理领域，成为毋庸置疑的全球市场领导者



通用工业市场
工业包装与消费品市场
汽车和钢铁工业市场
电子材料市场
民用、工匠及建筑类市场



粘合剂业务部

汉高粘合剂业务部是工业粘合剂、密封剂和表面处理领域的全球市场领导者。汉高粘合剂旗下共为五大子业务部，分别是：通用工业；民用、工匠及建筑类市场；工业包装与消费品市场；汽车和钢铁工业市场以及电子材料市场。这五大业务部涵盖广泛的行业领域，为工业和民用客户提供多样的服务，专业的技术支持和系统解决方案，是客户业务发展可靠的全球合作伙伴。

汉高粘合剂业务部1990年开始在中国市场投资设厂，截止到目前为止，已经在上海、广州、东莞、长春、烟台、汕头、连云港、丹阳、北京等地设有工厂及办事处。为了配合中国和亚太地区业务快速发展的需求，2007年建成的汉高亚太及中国研发中心为整个中国及亚太地区的市场开发和制造创新产品。

汉高粘合剂旗下品牌包括乐泰(Loctite®)、泰罗松(Teroson®)、百特(Pritt®)、百得(Pattex®)、赛力特(Ceresit®)等，在市场上享有盛誉。



Henkel adhesive technologies business unit

Henkel adhesive technologies business unit is the global leader of industrial adhesives, sealants and surface treatments. Henkel adhesive technologies include five business units: general industry; consumers, craftsmen and building; packaging and consumer goods; transport and metal; electronics. The five business units, considered as reliable global partners for customers' business development, cover a wide range of industrial sectors, providing industrial customers and consumers with a variety of services, professional technical support and systematic solutions.

Henkel adhesive technologies have been investing in China since 1990. Since then, they have established plants and offices in Shanghai, Guangzhou, Dongguan, Changchun, Yantai, Shantou, Lianyungang, Danyang and Beijing. Built in 2007, Henkel's Asian-Pacific/China R&D Center explores and develops new products for China and the entire Asian-Pacific markets to meet the soaring needs in these regions.

Henkel adhesive technologies feature a series of highly acclaimed brands including Loctite®, Teroson®, Pritt®, Pattex®, Ceresit® and etc.

汉高粘合剂 - 通用工业市场
General Industry



服务领域 | Focus Markets

工业产品组装 Durable Goods Assembly

手持设备和显示器 Handheld Device and Display

汽车维修与维护 Vehicle Repairing and Maintenance

工业维修与维护 Maintenance Repairing and Overhaul

工业新兴市场 Industry Emerging Market



汉高通用工业部专注于为通用工业市场提供各种装配用粘合剂、密封胶和表面处理解决方案，活跃在如手持设备和显示器、铁路机车、新能源、工业及医疗用过滤器、特种车辆、工业板材、电气产品、家用电器、铝型材、工程机械、道路设施、各种工业装备制造及其设备维修等广泛的市场领域，为各目标行业客户提供灵活多样的服务及专业的技术支持和系统解决方案，是客户业务发展的全球合作伙伴。Loctite®，Teroson®，Bonderite®，Technomelt®等品牌在工业客户中有极高的知名度。

汉高通用工业部十分重视可持续发展，不断推出高质量的环保性产品和解决方案，包括针对电子电器行业的无卤素产品，光学透明胶粘剂和热熔胶，用于高速列车、家电、设备隔音降噪的解决方案等。在金属产品的表面处理领域，不但成功推广了世界领先的环保型陶化技术Bonderite® NT-1，从而彻底解决了传统金属前处理必须使用磷酸盐成分而带来水体富营养化的难题。

汉高通用工业部的客户群遍及各个服务行业的全球知名企业和品牌，包括苹果、三星、联想、索尼、艾默森、富士康、德尔福、中国国电、中国南车、中国北车、三一重工、约翰迪尔、西门子、GE医疗、松下、博世、英格索兰、威高、庞巴迪等各工业领域的领头企业。

AG serves as a global partner of Chinese customers by providing high quality adhesives, sealants & surface treatments for general industry market involving manufacturing and repair of handheld devices and display, trains, new energy, filters for industry & medical applications, special vehicles, industry panels, electric & mechanical products, home appliances, aluminum profiles, transportation & road facilities, etc. Loctite®, Teroson®, Technomelt® and Bonderite® are our most famous brand names on the market.

AG has always focused on the sustainable development of our community and continues to produce high quality, environmental friendly products & solutions, including halogen-free adhesives, optical-clear adhesives, and hotmelts for consumer electrics market, as well as a special NVH product for the making of high speed trains, construction machinery and appliances. Meanwhile in the surface treatment area, Bonderite® NT-1, the latest nano-ceramic conversion coating technology, has completely solved the phosphate-content problems from the traditional metal pre-treatment process.

AG's customer group includes well-known brands such as Apple, Samsung, Lenovo, Sony, Emerson, Fox Conn, Delphi, State Grid, CNR, CSR, SANY, John Deere, Siemens, GE Healthcare, Panasonic, Bosch, Ingersoll Rand, Weigao, Johnson Electric, Bombardier, etc.

汉高粘合剂 - 工业包装与消费品市场 Packaging & Consumer Goods



服务领域 | Focus Markets

纸品 Paper
 书本装订 Graphic Arts
 木工与建材 Furniture & Building Components
 消费品包装 Packaging & Labeling
 卫材 Hygienics
 烟支 Tobacco
 生活用纸 Tissue
 鞋类 Shoe
 柔性复合 Flexible Laminates
 压敏粘合剂 Pressure Sensitive Adhesives

在工业包装与消费品市场粘合剂单元，我们与国际客户紧密合作，共同研发创新性的解决方案，广泛应用于工业包装与消费品市场。我们的业务涵盖与消费品密切相关的工业领域，致力于为全球数百万消费者提供安全、可靠、值得信赖的品质保证。汉高通过专业的销售技术团队和完善的产品系列Loctite[®]、Technomelt[®]、Aquence[®]等为广大客户提供服务。

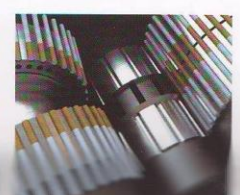
汉高工业包装与消费品市场粘合剂单元从客户实际需求出发，专注于产品和过程创新，同时深入研究完整的粘合工艺，帮助客户改善产品质量、提高合格率，优化生产流程以降低成本，推进运营效率实现可持续性发展。

汉高工业包装和消费品市场粘合剂单元的品牌广泛存在于全世界各个行业和区域，享有很高的品牌知名度和信誉。所有我们的产品和品牌都在传递一个信念：汉高，让生活更舒适。

In the packaging and consumer goods adhesive business, we work with major international customers to develop innovative solutions for the production of grocery packaging and consumer goods. We cover almost all the consumer product industries and provide a superior, reliable and consistent quality assurance to millions of consumers every day. We deliver world class services by our professional technical service team as well as a series of well-known product brands, such as Loctite[®], Technomelt[®], Aquence[®] and etc.

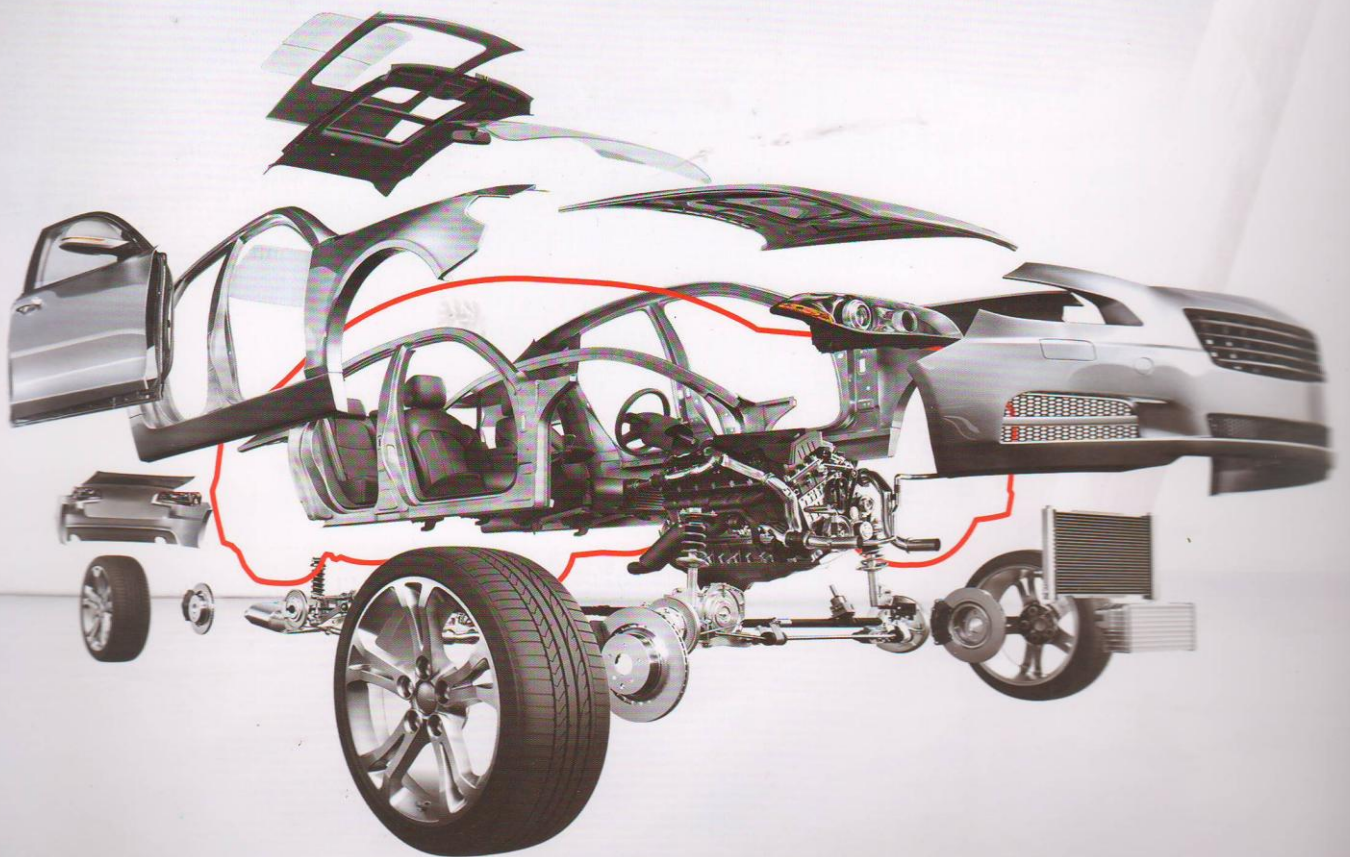
Henkel devotes to product and technical improvements according to customer requirements, as well as the optimization of whole bonding process, striving for excellence with innovations. Henkel is continuously delivering extra value and sustainable solutions to our customers with world-class products and systems to assist customers improve product quality, minimize defects, optimize production process, reduce cost, promote operational efficiency and achieve a sustainable growth.

Henkel and its leading brands can be found all over the world and enjoy high levels of awareness and trust in their respective categories and regions. All our products and brands share one guiding principle: Henkel makes life easier.



汉高粘合剂 - 汽车工业市场

Transport



服务领域 | Focus Markets

整车市场 OEM

汽车零部件 Automotive Supplier

自上世纪九十年代初期正式进入中国汽车市场，经过近20年的发展，汉高已经成为中国汽车工业用粘合剂、密封剂和表面处理领域的市场领导者，整车及零部件厂商研发及生产过程中的关键合作伙伴。

凭借丰富的产品链及系统解决方案，汉高为设计生产轻量化结构并且同时满足高速及低油耗需求的汽车提供了可能性。汉高同时为提高汽车舒适性，安全性及耐用性作出了重要贡献。

近年来，汉高新开发的真空浸渗系统和电陶瓷涂层为客户提供针对产品缺陷的化学品，同时，还提供服务，以整体解决方案使客户得到增值收益。

汉高凭借新一代汽车工业解决方案，致力于让车辆变得更安全、更耐用、更舒适。

Since its entry into China in the early 1990s, Henkel has become a recognized market leader in adhesives, sealants and surface treatments for China's automotive industry and a key partner in the development and manufacturing procedures of OEM and auto suppliers.

With its extensive range of products and systematic solutions, Henkel create opportunities to design and build advanced lightweight vehicles and to enable seemingly conflicting aims, such as higher speeds and lower fuel consumption, to be reconciled. Henkel also makes an important contribution to safety, comfort and value retention.

The new developed impregnation system and Electro Ceramic Coatings (ECC) provide not only chemicals to make up the defects of components but also integrated solution to help customers to get value added benefits.

Henkel's cutting edge solutions are designed to make vehicle safer, more durable and more comfortable.

