

## 汉高粘合剂 - 钢铁行业市场 Metal





## 服务领域 | Focus Markets

钢铁卷材 Steel & Coil

金属包装 Metal Packaging

航空市场 Aviation



汉高金属业务部专注于为金属工业市场提供各种先进的环保型表面处理解决方案。为行业客户提供专业的应用体系及实用的技术支持方案，使我们的客户在充分发挥其设备的生产潜力的同时达到最低成本。作为国内主要钢铁生产企业和金属包装生产企业的战略合作伙伴，汉高金属工业部通过创新能力和环保理念，推动传统工业焕发生机。

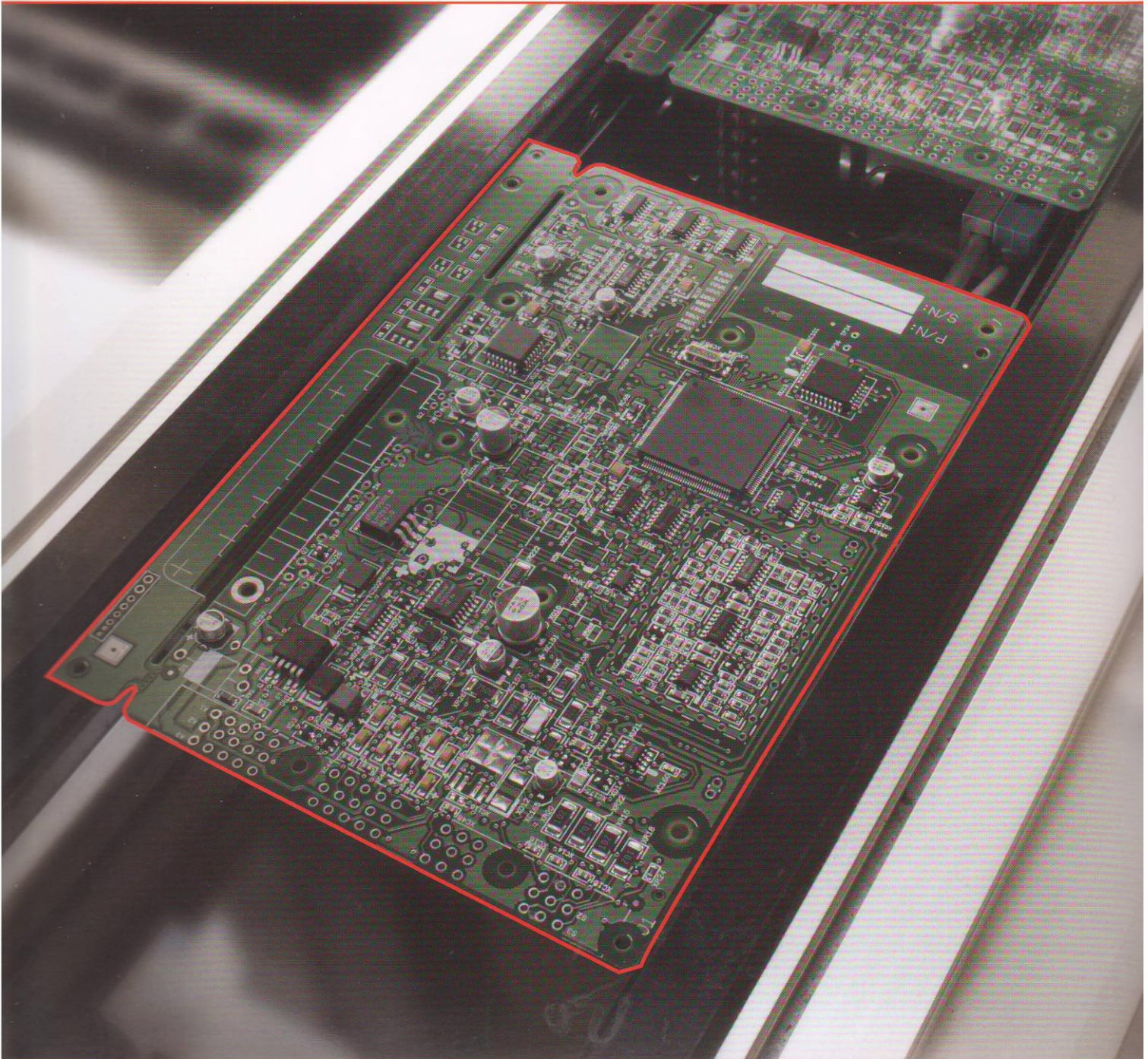
在航空领域，汉高的产品有着超过40年服务航空制造及维修市场的成功经验，汉高的众多产品得到波音公司及空客公司的认可并成功应用于各种机型生产制造及维修市场。

Henkel provides various environmental friendly surface treatment solutions for metal industries. Henkel brings superior metal processing products together with application systems and top technology support, allowing our customers to maximize productivity while reducing costs. As the strategic partner of the major steel manufacturers and metal packaging manufacturers, Henkel relies on innovation ability and environmental friendly concept to push the traditional industries to retrieve the vitality.

Henkel's aviation group has more than 40 years experience serving the OEM and MRO market. With the approval from Boeing and AirBus, Henkel's products and technologies have been widely and successfully applied in the OEM and MRO market.



## 汉高粘合剂 - 电子材料市场 Electronics





## 服务领域 | Focus Markets

标准封装 Standard Package

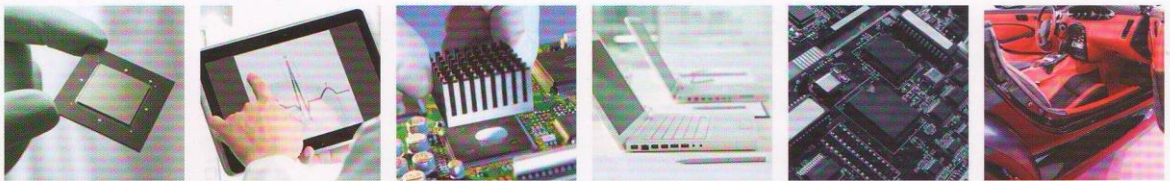
先进封装 Advanced Package

消费电子 Consumer Electronics

工业电子 Industry Electronics

触控电子 Touch Electronics

热管理 Thermal



### 让电子行业的未来成为可能

汉高电子材料保障了我们的生活方式，让我们的生活更加便利、舒适、紧密连接。从手持式通讯设备到智能汽车再到触控装置，汉高的创新是电子设备形态与功能的基石。凭借强大跨领域创新能力，汉高热管理材料、印刷油墨、可返工底部填充剂以及高性能焊接材料，为电子产品提供卓越性能，推动电子设备的设计及制造步入更高水平。

### Making Modern Electronics Possible

Henkel electronic materials enable the way we live, making our lives more convenient, connected and comfortable. From modern handheld communications devices to automobiles to intuitive touch screen interfaces, Henkel innovation is at the foundation of form and function. With a deep innovation portfolio that leverages cross-functional expertise, Henkel's thermal management materials, printed ink, protective reworkable underfills and high-reliability solder materials are providing the performance needed to push electronics device design and manufacturing capability to new levels.



## 汉高粘合剂 - 民用、工匠及建筑类市场 Consumer, Craftsmen and Building





## 服务领域 | Focus Markets

工程建筑 Construction/Building

室内装饰 Home Decoration

手工制作 Crafting

汉高民用粘合剂是以卓越、环保的产品品质和先进、专业技术为依托的，全方位的粘结解决方案提供者。为装修提供了从木材、瓷砖、墙纸粘贴到墙面处理、基层防水、以及缝隙处理等先进全面的持久家装方案；同时在文具及日常家用粘胶领域满足家庭、学校和办公室的需求。

作为业界领袖，汉高民用粘合剂主要生产并销售建筑类、民用装修类和文具类三大粘合剂产品。自2010年品牌整合起，主要品牌包括：“百得 (Pattex®)”、“百特 (Pritt®)”、“妥善 (Thomsit®)”、“赛力特 (Ceresit®)”，并通过ISO9001和国家环保局办法的“环境标志产品”。

产品销售渠道遍及百安居，家乐福，麦德龙，沃尔玛，欧尚等全球知名企业及建材市场，史泰博，欧迪办公等文具类知名企业。2014年，汉高民用粘合剂部分还开拓了电子商务渠道，在中国最大的B2C平台天猫商城开了第一家旗舰店。建筑方面，汉高的大客户包括万科，绿地等世界500强企业。

Henkel AC (adhesive consumer, craftsmen and building) is a professional choice for adhesive solutions with widest range of adhesive products, high performance durability delivered responsibly, and adhesive technology with strong R&D support. Its series products enable you to complete advanced, comprehensive, and durable interior decorating solutions relating to wood pasting, ceramic tile and wallpaper, wall surface treatment, etc. for various decorating applications, and also meet the demands of families, schools, and offices in the field of glue for stationery and household purposes.

As an industry leader, Henkel AC products and sells adhesive products mainly in three industries: construction, interior-deco, stationary. Since the brand migration in 2010, the key brands here in China market include Pattex®, Pritt®, Thomsit® and Ceresit®, which have obtained the ISO9001 and national environment-friendly-products labels.

Henkel AC takes the lead in introducing the philosophy of decorating solutions in China, meeting the interior decorating requirements of high quality, durability and environment-friendly characteristics, and providing more professional products to enable you to realize more professional construction solutions.

The sales channels for Henkel AC products include globally famous enterprises such as B&Q, Carrefour, Metro, Wal-Mart, Auchan and other building material centers, as well as renowned stationary companies such as Staples and Office Depot. In 2014, AC also launched its very first e-shop in China's biggest B2C e-commerce platform – Tmall. In building material market, our key business partners include many Fortune 500 companies such as Vanke and Greenland.



## 汉高粘合剂 - 新业务市场

### New Business

#### 服务领域 | Focus Markets

中国工程粘合剂中端市场 China Engineering Adhesive Mid-market



汉高新业务部是汉高集团于2014年组建的全新事业部，致力于为中国客户提供专业的本地化服务和系统解决方案。

为了更好地满足中国客户对产品质量和价格的双重需求，汉高新业务部推出了专为中国工程粘合剂中端市场打造的全新品牌—汉新®。

汉新®依托汉高强大的技术平台，整合现有技术资源，针对本土客户的不同需求，建立了全新的产品线组合，涵盖厌氧类、氰基丙烯酸酯类、有机硅类、丙烯酸酯类、环氧树脂类、聚氨酯类、表面处理等产品。

Henkel new business unit, founded by Henkel in 2014, dedicates to providing Chinese customers with professional local services and solutions.

Henkel new business unit launched a new adhesive brand - Hanxin® for Chinese engineering adhesive mid-market to fully meet Chinese local customers' needs by providing good quality products at a competitive price.

In order to satisfy different demands of local customers, Hanxin® devotes to establishing new comprehensive product line including anaerobic, CA, silicone, acrylic, epoxy, polyurethane and surface treatment products by integrating the existing technical resources with the strong technology platforms of Henkel.





2011年8月，汉高在上海启动了世界上最大的粘合剂工厂“龙项目”，以进一步扩大粘合剂产能和引进先进的粘合剂制造技术，持续高效地支持汉高在中国及亚太地区业务的快速增长。2013年，“龙工厂”一期正式开工投产，为亚太市场提供工业粘合剂技术服务。

“龙工厂”将整合4座老的工厂，总投资超过6000万欧元。明确展示了汉高进一步增强新兴市场业务的决心。该工厂将整合两家老工厂为一个“多技术”型工厂，利用基础设施共享，规划足够的产能扩建空间，进一步引进先进的制造技术，以满足快速增长的市场需求。

整个项目占地15万平方米，竣工投产后，总产能可达42.8万吨。其生产的粘合剂产品主要应用于日用品、金属、包装、印刷、汽车、交通运输、新能源等领域。

“龙工厂”也同样遵循着汉高的可持续性发展价值观，通过进一步研发和改良生产流程与工作流程，使工厂的水源和能源利用体现最新的资源节约技术。

作为我们在亚太地区的主要生产基地之一，“龙工厂”将吸引优秀人才加入，创造200个新工作岗位。

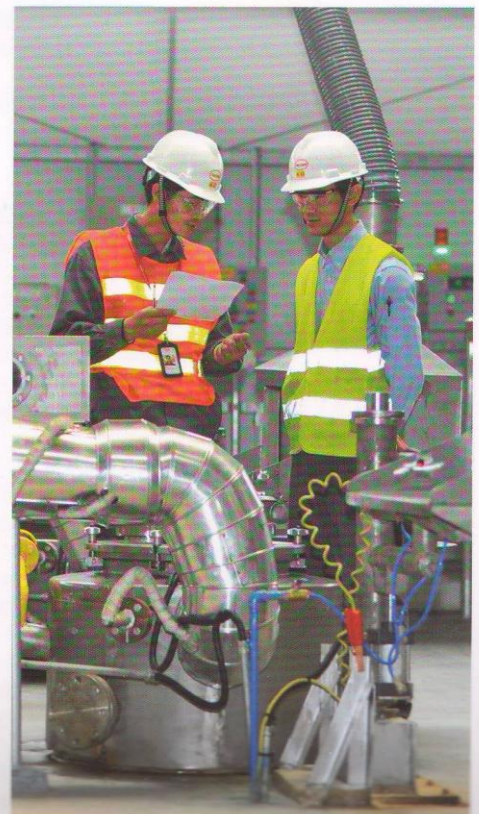
On August 2011, Henkel initiated 'Dragon Plant', which is the largest adhesive factory in the world in Shanghai, in an effort to increase its productivity, and to import advance adhesive manufacturing technology and to support Henkel's rapid growth in China and Asia Pacific. The first phase of 'Dragon Plant' starts on 2013, and it provides industrial adhesive technical services for Asia Pacific market.

With a fix assets about 60 million Euros, 'Dragon Plant' shows the dedication and commitments from Henkel to further improve this new market. This new factory is form by combining two old factories, hence creating a multi-technical factory. With the existing equipment, and room for expansion for the future, it will continue to import new technology to satisfy the need of a growing market.

This whole project has a landmass of 150 thousand square meters, and its total production of 428 thousand tons. Its products are mostly used for daily commodities, metal, packaging, printing, automobiles, transportation and new energy.

Just like Henkel, 'Dragon Plant' values in sustainable development, and through research and improvements on the production process and work flow, it achieves the goal of using the latest water saving and energy saving technologies.

As one of the main manufacturing site in Asia Pacific, 'Dragon Plant' will attract numerous talents to join us and create 200 jobs.







## 社会参与 Social Engagement

- 1988** 汉高中国向北京政府捐赠50万德国马克用于修复北京慕田峪长城。  
Henkel China made a 500,000 DM donation to fund renovation work at the Great Wall, Mutianyu, Beijing.
- 1990** 汉高中国向汉堡环保研究所捐资，在中国广东建立了首家零排放生物污水处理设施。  
Henkel China took an active role through its support of environmental protection projects and set up the first zero-discharge wastewater treatment facilities in Guangdong, China.
- 1996** 汉高中国向延安地区30所小学捐赠“希望书库”。  
A Henkel China donation helped 30 primary schools in Yan'an Area set up "Hope Series" Libraries.
- 1997** 汉高中国为北京13所高校的240名特困生捐资12万元人民币，成为北京第一家一次性直接资助北京高校特困生超过十万元以上的外国企业。  
Henkel China made a donation of 120,000 RMB to provide financial assistance to 240 needy students from 13 universities and colleges in Beijing.
- 1998** 汉高中国为当年遭受特大洪水袭击的灾区重建工作捐款、捐物约150万元人民币。  
Henkel China donated more than 1,500,000 RMB to help in the reconstruction of flood-affected areas.
- 2001** 汉高中国捐资20万元人民币筹建烟台汉高希望小学，360多名当地儿童喜迁新学校。  
Henkel China donated 200,000 RMB to set up Yantai Hope Project School. More than 360 local children moved into the new school.
- 2004** 汉高中国捐资10万元人民币建立全国首家服务于家庭寄养孤残儿童的“汉高太阳幼儿园”。  
Henkel China donated 100,000 RMB to help Tianjin Children Welfare Institute establish the "Henkel Sun Flower Kindergarten".
- 2005** 汉高中国向上海复旦大学附属儿科医院捐助10余万物资。  
Henkel China donated over 100,000 RMB to Shanghai Children's Hospital of Fudan University.
- 2007** 汉高中国出资10万元人民币资助云南香格里拉尼西中心完小援建汉高图书馆。  
Henkel China donated 100,000 RMB to build up Henkel Library for Ni Xi Primary School in Yunnan.
- 2008** 汉高向红十字会捐助180万人民币，支援四川地震灾区。  
Henkel donated around 1,800,000 to China Red Cross for Sichuan Earthquake Relief.
- 汉高向浙江麻车小学捐赠价值20万元人民币的多媒体教学设备及体育设施。  
Henkel donated 200,000 RMB to support Ma Che Primary School in Zhejiang Province, China with multimedia equipment and physical education facility.
- 汉高向四川地震灾区绵竹市汉旺学校师生捐赠了近1800多套棉衣和保暖内衣。  
Henkel donated over 1,800 sets of overcoats, thermal underwears to the quake-stricken Hanwang Primary School, Sichuan.
- 2009** 汉高组织20多名员工前往向四川地震灾区绵竹市汉旺学校开展义务支教活动。  
Henkel organized 20 Henkel volunteers teacher to the quake-stricken Hanwang Primary School, Sichuan.





- 2009** 汉高通过上海红十字会向四川地震灾区绵竹市汉旺学校捐赠400台电脑。  
Through Shanghai Red Cross, Henkel donated 400 computers to the quake-stricken Hanwang Primary School, Sichuan.
- 汉高资助133名江苏农村孤儿，使他们和同龄孩子一样获得平等的教育权利和基本的生活水平。  
Henkel supported 133 Jiangsu Rural Orphans, ensure that they receive equal education and the same standard of living as their peers.
- 2010** 汉高继续资助134名江苏农民孤儿。  
Henkel continued to support 134 Jiangsu Rural Orphans.
- 2011** 汉高向开封市社会福利院资助基础设施和特殊医疗器材，超过200个孤残儿童受益。  
Henkel donated basic facilities and specialized medical equipment to Kaifeng Orphanage, helped more than 200 orphans and disable children.
- 2012** 汉高员工发起1000个微笑项目，改善青海200个贫困家庭的生活和儿童教育条件。  
Through 1,000 Smiles project initiated by Henkel, employees supported 200 families in Qinghai on life quality and children education.
- 通过“感恩之绿”项目，汉高员工帮助100个湖北宏志班学生过上了温暖的春节。  
Through “Grateful Green” project, Henkel employees supported 100 students in Hubei Province with clothes and stationeries.
- 2013** 2013年，汉高又投入6250欧元用于“1000个微笑”项目，资助当地学校购买大型室外活动设备，以改善当地幼儿园的操场运动器材设施。此外，多名汉高员工亲自奔赴零下20°C的青海省藏区进行支教。  
Through 100 Smiles project, Henkel contributed another 6,250 euro to help local schools to purchase large outdoor activity equipment, so as to improve the sports facilities in local kindergartens. In addition, several employees from Henkel went to the Qinghai Tibetan area at the temperature of -20°C for teaching.
- 通过“感恩之绿”项目，汉高继续以衣物和文具等物资援助了湖北宏志班的150名学生。  
Through Grateful Green project, Henkel continued to support 150 students in Hubei Province with clothes and stationeries.
- 汉高出资将烟台希望小学的厨房进行了改善，解决了230个孩子的午餐问题。该校于2001年在汉高的捐助下建成。同时，笔记本电脑和书本的物资援助也帮助改善了学校的教学环境。  
Henkel donated money to improve the kitchen environment of Henkel Yantai Hope Project School which was set up in 2001, making sure 230 children got lunch. A donation of laptops and books also upgraded the teaching environment.
- 2014** 2014年上半年，汉高举办历经6个月的“美丽中国·可持续性发展·汉高两岸三地青少年绘画大赛”，通过在大陆、香港、台湾的线上线下活动，灌输给孩子们从小坚持低碳环保的理念，培养孩子们用小手去改变世界。  
In the first half year of 2014, “Beautiful China - For A More Sustainable Future - Henkel Greater China Kids Painting Contest” was initiated by Henkel for a period of six months. Throughout the activities online and outdoors in mainland China, Hong Kong and Taiwan, the concept of low-carbon and environmental friendliness has been taught to children.
- 汉高员工携手非盈利组织“图书馆计划”启动Light Up项目，奔赴广东怀集县为当地小学筹建属于孩子们自己的图书室。  
The Library Project, a non-profit organization, along with Light Up project initiated by Henkel employee, travelling all the way to Guangzhou in order to donate a library for children in a local primary school in Huaiji, Guangzhou.



# 外部评级 External Ratings

## 2013年评级和指数

2013年, 汉高的可持续性发展方面的出色表现再一次给外部专家留下了深刻的印象。

欲了解更多关于外部评级的信息, 敬请登录: [www.henkel.com/sr2013](http://www.henkel.com/sr2013) | 13

## Ratings and indexes 2013

Henkel's performance in sustainability impressed external experts again in 2013.

For more information on external ratings: [www.henkel.com/sr2013](http://www.henkel.com/sr2013) | 13

MEMBER OF

**Dow Jones Sustainability Indices**

In Collaboration with RobecoSAM



FTSE4Good

## 连续7年领先行业

Sector leader for seven years in a row

苏黎世/纽约: 作为非耐用家用产品行业可持续发展的领导者, 汉高已连续7年被列入道琼斯可持续性发展全球和欧洲指数。

Zurich / New York: For the seventh time in succession, Henkel was listed in both the World and the Europe Indexes of the Dow Jones Sustainability Index as the sustainability leader in the household products sector.

## 连续13年入列

Included for 13 years running

伦敦: 汉高连续13年被列入富时社会责任道德指数。

London: Henkel has been included in the FTSE4Good ethical index for thirteen consecutive years.



## 首次入选

Listed for the first time

2013年, 汉高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。

Shanghai: In 2013, Henkel has been named to the list of "2013 Low-carbon Pioneer Company Award" by Institute for Urban and Environmental Studies, Chinese Academy of Social Sciences.



## 第6次榜上有名

Sixth successive listing

纽约: 汉高连续6年被评为“全球最具商业道德企业”。

New York: Henkel was named among the "World's Most Ethical Companies" for the sixth time in succession.



## 自2002年起入选

Listed since 2002

巴黎: 2013年, 如前一年一样, 汉高入列Ethibel先锋和Ethibel卓越投资名册, 并入选欧洲和全球卓越可持续性发展指数。

Paris: In 2013, as in previous years, Henkel was listed in the Ethibel Pioneer and Excellence investment registers and was included in the Excellence Europe and Excellence Global sustainability indexes.



## 汉高首次入选

Henkel newly included

巴黎: 基于Vigeo的企业评级, 汉高首次入选全新的泛欧交易所Vigeo世界120指数、欧洲120指数和欧元区120可持续性发展指数。

Paris: Based on a corporate rating by Vigeo, Henkel was included for the first time in the new Euronext Vigeo World 120, Europe 120 and Eurozone 120 sustainability indexes.



## 自2010年起榜上有名

Listed since 2010

汉堡: 2013年, 汉高再一次成为全球五十大大被列入全球挑战指数榜的公司之一。

Hamburg: In 2013, Henkel was again one of only 50 companies worldwide to be listed in the Global Challenges Index.



## 再次被认可

Recognized again

慕尼黑: 2013年, 汉高再一次被Oekom研究中心评定为“最佳”级别。汉高获得B评级, 跻身消费品领域最佳公司。

Munich: In 2013, Henkel was again recognized by Oekom Research with Prime Status. With the rating B, Henkel was among the best companies in the consumer goods sector.



## 第三次榜上有名

Listed for the third time

苏黎世: 2013年10月, 斯托克有限公司再一次将汉高列入斯托克环境保护、社会责任及公司治理领先指数榜。

Zurich: In October 2013, STOXX Limited again included Henkel in the STOXX Global ESG Leaders Indices.



## 行业最优

Best in sector

法兰克福: 汉高在2013年环保机构Sustainalytics的可持续性发展评级中名列前茅, 领先与行业内的其他公司, 成为家用和日用品行业的全球领先者。该评级根据环境保护、社会责任及公司管理因素, 对各大公司进行评估。

Frankfurt am Main: In the Sustainalytics 2013 sustainability ratings in terms of the environment, social issues, and good corporate management. Henkel is the world leader in Household & Personal Products compared with other companies in the sector.