

**FOR IMMEDIATE RELEASE**

Contact: Lauren Taylor, TerraCycle  
[Lauren.taylor@terracycle.com](mailto:Lauren.taylor@terracycle.com)  
609-393-4252 x3705

## **HENKEL LAUNCHES ADHESIVES RECYCLING PROGRAM** *Partners With TerraCycle® as First Company to Recycle Anaerobic Adhesives Packaging*

**TRENTON, N.J., June 1, 2016** –Henkel, a leading manufacturer of adhesives, sealants and functional coatings, including the Loctite® brand, is partnering with TerraCycle to become the first company to offer a recycling solution for anaerobic adhesives. Through the Adhesive Recycling Program, Henkel customers can purchase a postage-paid recycling box that they fill with empty *Loctite* adhesive containers and send to TerraCycle for processing. TerraCycle will thermally treat the containers and turn them into new plastic products.

“As a company with a strong commitment to sustainability, we think this is a great way to offer an environmental solution to our customers,” said Simon Mawson, Senior Vice President General Adhesives, North America. “We hope they will appreciate the option of recycling empty *Loctite* containers instead of sending material to landfills and incinerators, and use it to achieve their own sustainability targets.”

Sustainability is one of Henkel’s core corporate values. By the year 2030, the company aims to triple efficiency by reducing its products’ environmental footprint at every stage of the product life cycle. The Adhesive Recycling Program aligns with that initiative, diverting used *Loctite* containers from local landfills and incinerators.

“We are breaking new ground with our Henkel partnership,” said TerraCycle CEO Tom Szaky. “This is the first time we have recycled this category and we hope it will be an eye opener to an industry that has previously not had an option to recycle adhesive containers.”

Henkel sales representatives will reach out to customers about the program during the next few months. Interested companies can also contact their local *Loctite* distributor or visit [www.na.henkel-adhesives.com/recycleloctite](http://www.na.henkel-adhesives.com/recycleloctite) for more information.

### **Henkel in North America**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com) for more information.

### **About Henkel**

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 almost 50,000 people and reported sales of \$20.1 billion and adjusted operating profit of \$3.2 billion in fiscal 2015. Henkel’s preferred shares are listed in the German stock index DAX.

**About TerraCycle**

Founded in 2001, TerraCycle, Inc., is the world's leader in the collection and repurposing of hard-to-recycle post-consumer waste, ranging from used chip bags to coffee capsules to cigarette butts. The waste is collected through free, national, brand-funded recycling programs, as well as various consumer and government-funded models. The collected waste is reused, upcycled or recycled into a variety of affordable, sustainable consumer products and industrial applications. Each year, across 20 countries, TerraCycle collects and repurposes billions of pieces of waste, donating millions of dollars to schools and charities in the process. TerraCycle is the subject of a new half-hour comedy, 'Human Resources,' on Pivot TV. Season three will air Fall 2016. To learn more about TerraCycle or get involved in our recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

###