

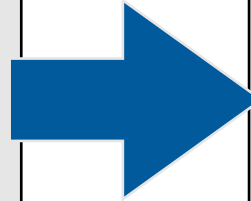
Henkel Re-branding



During the past decades, Henkel has acquired a large number of product names and brands, which have now become complex to navigate. In order to simplify their brand portfolio, Henkel has decided to cluster brands by product technology. This branding project began in 2012 and will continue through 2014.

Past Brand Names

- Ablestik	- Acheson	- Adhesin
- Alodine	- AQUENCE	- BONDERITE
- Bonderlube	- DERMA-TAK	- Dispofix
- Dispomelt	- Dorus	- DTI
- Dualite™	- DURO-TAK	- Eticol
- Euromelt	- Frekote	- Gerolube
- Grancoat	- Hysol	- Linegaurd
- Liofol	- LOCTITE	- Macromelt
- Macroplast	- Miracure	- Multan
- Multicore	- NACOR	- Omnifit
- Optal	- P3	- PROLOC
- Purbond	- Purmelt	- Sicomet
- TECHNOMELT	- TEROSON	- Turco
- Twinflex	- VELOX	



Updated Brand Names



Henkel's **LOCTITE®** brand represents the company's engineered, high-performance adhesive, sealant and coating solutions.

Henkel's **BONDERITE®** products represent the company's surface technology solutions.

The **TECHNOMELT®** brand represents the company's hot-melt adhesives.

TEROSON® is the driving brand for bonding, sealing, coating, and reinforcing in automotive body and vehicle repair and maintenance applications.

The **AQUENCE®** brand represents the company's water-based adhesive solution.

This re-branding **DOES NOT** involve changes to the product composition or chemical formulation. Henkel has attempted to maintain the product numbering system where possible and the part number (IDH number) used to order the material will remain the same. In addition, all Henkel labels, invoices, TDSs and MSDSs will continue to include the old product name. All approvals and certifications will remain valid. All TDSs and MSDSs will be updated and can be found at www.henkelna.com/industrial or www.ellsworth.com.

Questions?

Please call Ellsworth Adhesives at
1-800-888-0698.

More information is also
online at:

www.henkel.com/electronicsbranding

or

www.ellsworth.com/Henkel_Re-branding