



## Press Release

June 20, 2019

Henkel's investment creates new growth opportunities for Dial® body wash and liquid hand soap products

### Henkel Invests in Line Expansion at West Hazleton Facility to Drive Future Growth

West Hazleton, PA – Henkel, the company behind well-known brands such as Dial®, Right Guard®, Schwarzkopf®, Persil® and Loctite® today announced a \$19 million investment in the expansion of its West Hazleton, PA facility. This investment will enable the company to open a new production line for both Dial® body wash and Dial® liquid hand soap and will help enable future growth for the business. As part of its investment in the facility, Henkel has added 14 new jobs to support the Dial® brand, raising the total employee count at the plant to 180.

“This is an exciting time for the West Hazleton plant,” said Tricia Fair, Plant Manager. “The West Hazleton facility has a long history of manufacturing Dial® products and we are very pleased that Henkel’s investment will drive growth and bring new jobs to our community. The line expansion is an investment in the future of both the company and the brand’s mission. Dial® has been a trusted brand to families for over seventy years, and we are committed to furthering the brand’s efforts to help deliver clean, healthy skin to consumers everywhere.”

“At Henkel, we’re committed to ensuring that each of our brands has the resources necessary to drive continuous and future growth, and Henkel has invested nearly \$5 billion in the US market over the past four years to support that growth,” said Heather Wallace, Senior Vice President and General Manager, Beauty Care North America. “Enhanced production capabilities such as this investment at West Hazleton helps position our beauty care business for success and provide consumers and customers

with the innovative, high-quality products they have come to love and expect from Henkel.”

The line officially began production of the Dial® products on June 17th and was officially commemorated on June 20<sup>th</sup> with a ribbon-cutting ceremony led by Heather Wallace, Tricia Fair, and the North American Beauty leadership team.

#### **About Henkel in North America**

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com).

#### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

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