

*A Brand like a friend*

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SUPPL

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**Rule 12g3-2(b) Submission**  
**File No. 82-4437**  
**Henkel KGaA**

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Ladies and Gentlemen:

Enclosed please find Henkel's press release "Henkel honors developments with the future".

This information is being furnished pursuant to Rule 12g3-2(b) of the Securities Exchange Act of 1934, as amended.

Very truly yours,

HENKEL KGaA

T. Kuehn

H. Nicolas

Encl.

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Sitz Düsseldorf

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 *A Brand like a Friend*

Thomas-Gerd Kuehn

13.02.2004 14:26

Entscheidung  
erforderlich ?  ja

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Kopie:

Thema: Press Release "Henkel honors developments with a future"

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Gruss,

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----- Weitergeleitet von Thomas-Gerd Kuehn/KGaA/HENKEL am 13.02.2004 14:24 -----

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Vccmail

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An:

Kopie: (Blindkopie: Thomas-Gerd Kuehn/KGaA/HENKEL)

Thema: Press Release "Henkel honors developments with a future"

 *A Brand like a Friend*

## Information from Corporate Communications

Ladies and Gentlemen,

Attached please find the press release "Henkel honors developments with a future", which we just distributed to the media.

With my very best regards

Ernst Primosch

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Presseinformation

Press Release

**Fritz Henkel Award for Innovations**

# Henkel honors developments with a future

**For more than 20 years, the Henkel Group has been presenting innovation awards to Henkel employees in recognition of their outstanding research and development achievements. This year four project teams received this award for their innovative ideas. Around the world, 3000 people work in research and product development at Henkel.**

Düsseldorf - The "Fritz Henkel Awards for Innovation 2003" have been presented. Four interdisciplinary project teams received this prestigious award. Since 1981, the Henkel Group has been honoring outstanding and commercially successful research and development achievements of Henkel employees in this way.

"Our ambition is to offer customers all over the world high-quality branded products and technologies. This is what we promise with our claim 'Quality from Henkel'," explains Prof. Dr. Ulrich Lehner, President and CEO of the Henkel Group. "The winning projects are choice examples of how our researchers and developers fulfill the 'Quality from Henkel' promise."

Albrecht Woeste, Chairman of the Supervisory Board and the Shareholders' Committee of the Henkel Group, presented the certificates to the prizewinners in a ceremony in Düsseldorf on February 12, 2004. Besides the innovative character of the project, the jury's main selection criterion is the contribution toward increasing the shareholder value of the Henkel Group. In presenting the Fritz Henkel Award – named after Company founder Fritz Henkel (1848-1930) – Henkel emphasizes how important innovations are for a progressive and internationally operating company. "Securing the future through innovation is the core objective of our research and development effort," assert Woeste and Lehner with one voice.

The Innovation Award 2003 rewarded a total of 32 Henkel scientists for four successful and highly innovative projects:

- Water-soluble builders (protect fabrics and boost detergency),
  - Gliss Kur Liquid Silk (the first hair care range with "liquid silk"),
  - PowerPritt (the first multipurpose glue in stick form),
  - Loctite anaerobic sticks (first thread locker, thread sealant, and anti-seize in solid, waxy form).
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“Henkel - A Brand like a Friend”. Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. The Henkel Group operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2003 the Henkel Group generated sales of 9.436 billion euros and an operating profit (EBIT) of 706 million euros. 50,000 employees work for the Henkel Group worldwide. People in 125 countries around the world trust in brands and technologies from Henkel.

February 13, 2004

This information contains forward-looking statements based on the current beliefs and estimates of Henkel's management. They are not guarantees of future performance. These forward-looking statements are subject to certain risks and uncertainties that could cause the Company's actual results or performance to be materially different from those expressed or implied by such statements. Many of these risks and uncertainties relate to factors that are beyond Henkel's ability to control or estimate precisely, such as future market and economic conditions and the behavior of other market participants. Henkel does not intend nor assume any obligation to update these forward-looking statements.

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Attachment: Descriptions of the individual projects

## **Soluble builders**

### **Second revolution**

Soluble builders can be seen as a “second revolution in water-softening technology” for solid detergents. The newly developed water-soluble builder system – a combination of soda, silicate, bicarbonate and a co-builder system – started its Europe-wide rollout after a development time of only two years. The innovation improves the solubility of solid detergents. It reduces the amount of residues on the textile fibers while generating cost advantages for the formulations. As a result, the new builder system makes it possible to

replace zeolite, which has been used instead of phosphate as a constituent of detergents since the mid 1980s – the “first revolution in water-softening technology.”

Already in 2003, 55 percent, or 315,000 metric tons, of powder detergents in Europe were being produced with the water-soluble builder system. In the second half of 2004, new-formulation Persil, Weißer Riese and Spee brands will be introduced to the German market, too.

### **Gliss Kur Liquid Silk**

#### **Hair like silk**

Hair as smooth and shiny as silk is the promise of the innovation from cosmetics research: Liquid Silk. Major components of natural silk – fibroin and sericin – were transformed into soluble form for the first time and incorporated in Gliss Kur products. Since January 2003, this active formula, offered in the form of shampoo, conditioner, spray treatment and 3-minute treatment, has been generating double-digit sales growth, as well as significantly improving the shine and smoothness of consumers' hair. The packaging of the Gliss Kur Liquid Silk products is just as innovative. The labels with their rosé shimmer stand out on the shelf.

The launch of Gliss Kur Liquid Silk in France and Spain and an expansion of the Liquid Silk line up should boost sales still further.

### **PowerPritt**

#### **The first multipurpose glue stick**

Just one glue stick to bond everything. This vision for the home, kindergartens, schools and offices has been a reality since April 2003. PowerPritt is the logical evolution of the Pritt Stick that revolutionized paper gluing in 1969. PowerPritt is based on a polyurethane formulation and reliably, safely, cleanly and precisely bonds materials like wood, metal, felt, cardboard, cork, many plastics, and expanded polystyrene.

Compared to competitors' products, Power Pritt exhibited better and faster bonding performance on all materials. The advantages over liquid glues are: no dripping and spilling, no stringing, no clogged nozzles, no bleed-through in the materials. Launched only in May

2003, Power Pritt succeeded in increasing Pritt Stick sell-out rates in the market by 18 percent versus 2002.

### **Loctite anaerobic sticks**

## **Thread lockers, thread sealants and anti-seizes in waxy form**

They're convenient, reliable and easy to apply: innovative Loctite Sticks for thread locking, thread sealing and anti-seize. In creating these sticks, the Technologies specialists succeeded in mixing the anaerobic bonding, sealing and anti-seize materials with a waxy additive for the first time, thus offering a completely new product form. Microfine bubbles of oxygen ensure long-term stability, so that the materials do not harden in the stick.

The benefits of Loctite Sticks for craftsmen: They don't leak or drip, are "pocket-friendly," great for overhead use, and keep toolboxes, workbenches, and hands clean.

The product family comprises five sticks – medium and high strength thread lockers, a thread sealant, and aluminum and copper based anti-seizes. It was developed as a global team effort.

We distributed this information to MC 1 - 3 world

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