



A Brand like a friend

From microns to Skyscrapers

INNSBRUCK
5-6 October 2006

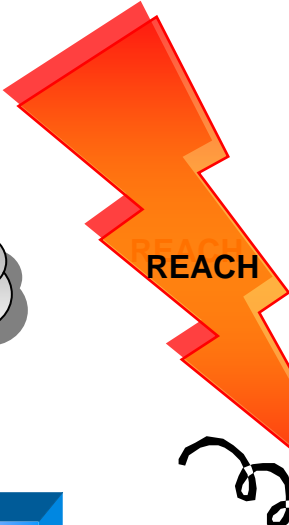
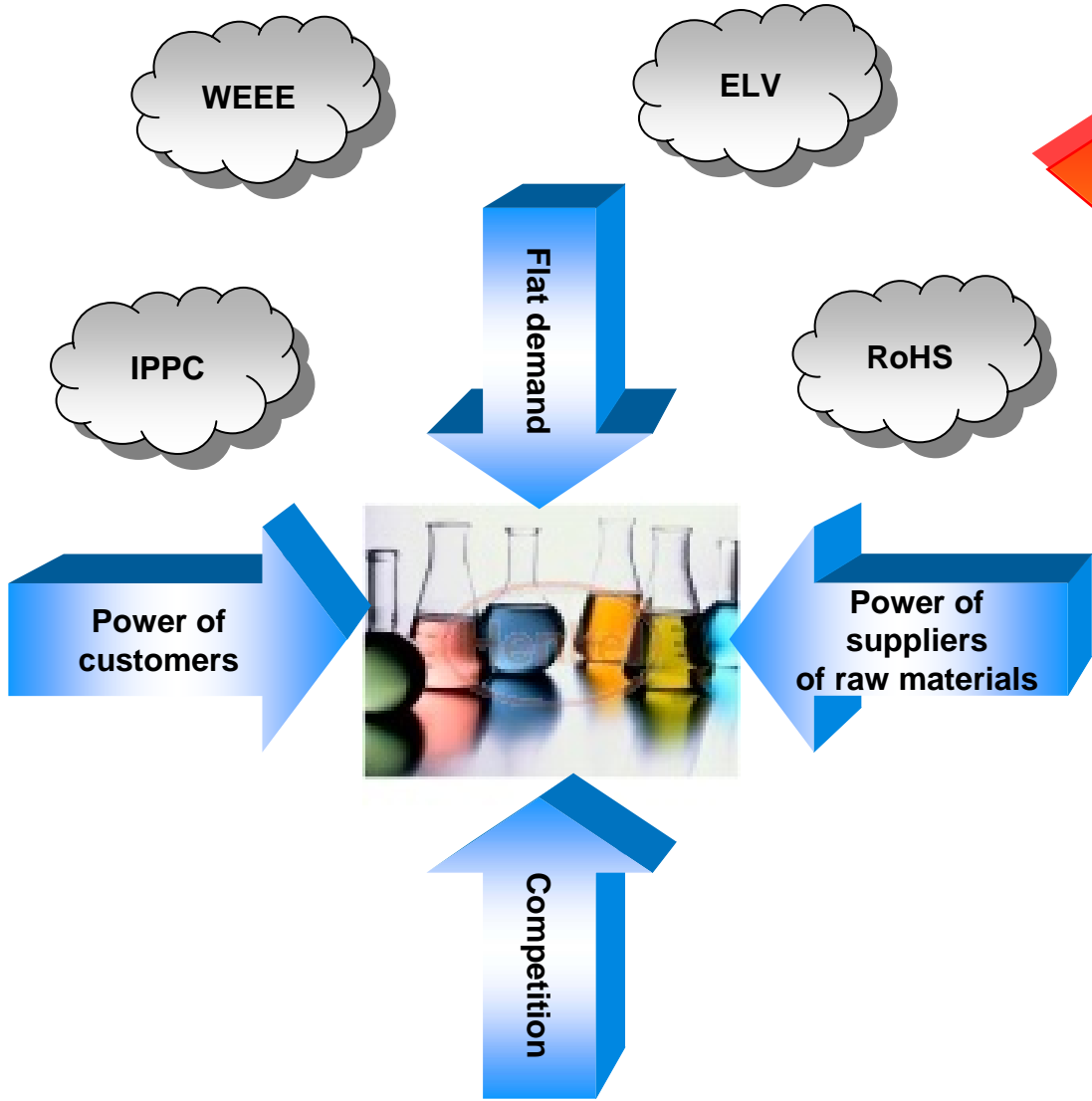


EUROPEAN SURFACE TREATMENT ON ALUMINIUM

Risk and challenges



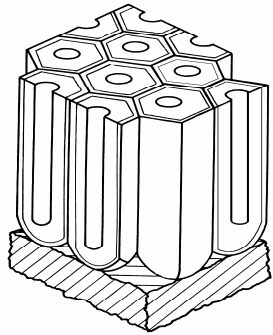
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From microns to the skyscrapers



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This is Henkel



Almecco

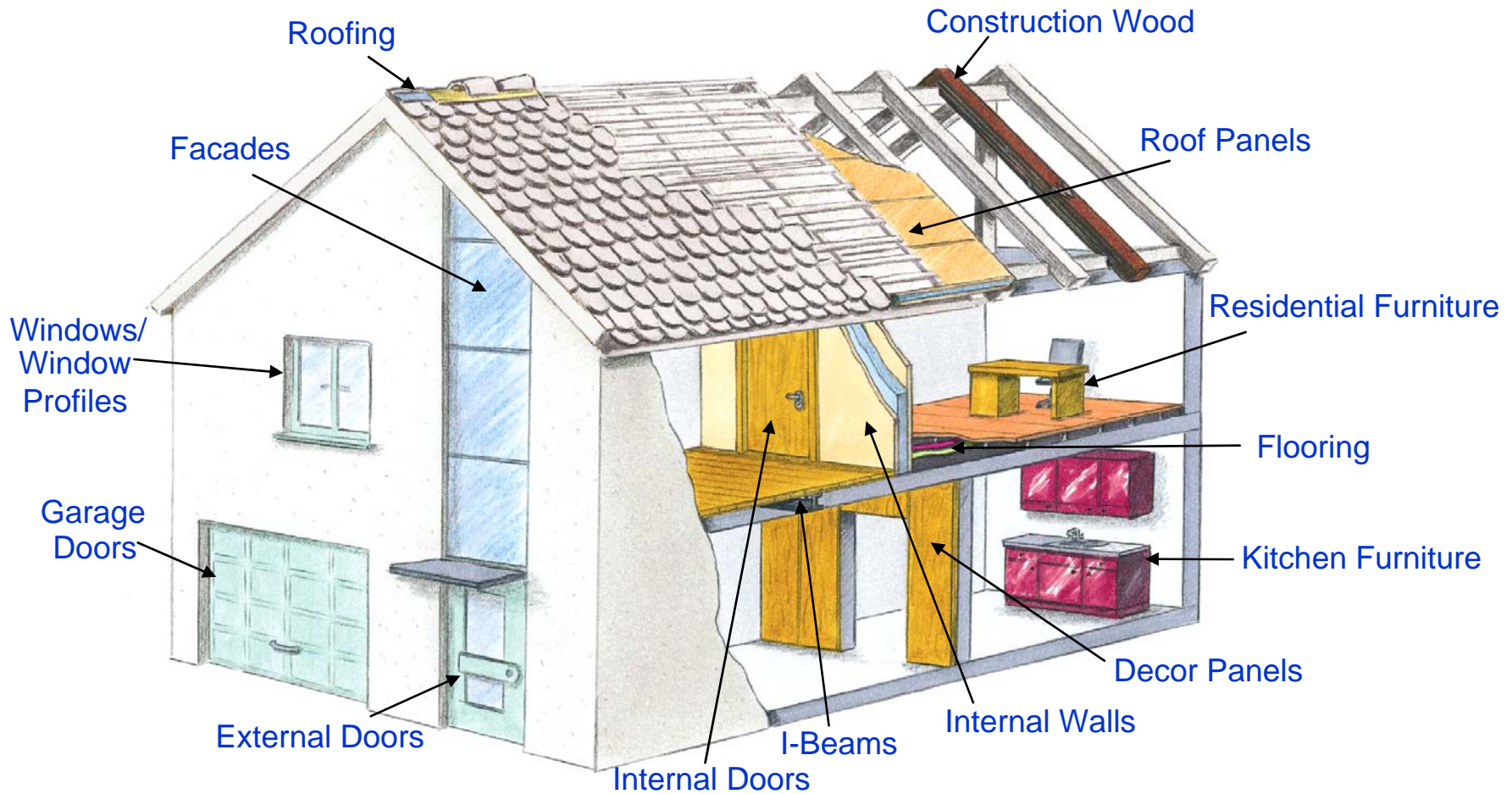


Clean + Etch + Colour + Seal

This is Henkel



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This is Henkel, too



Our topic today



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ESTAL
EUROPEAN SURFACE TREATMENT ON ALUMINIUM



One metal



Surface Technologies

Always in the middle of two Concepts



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Segmentation

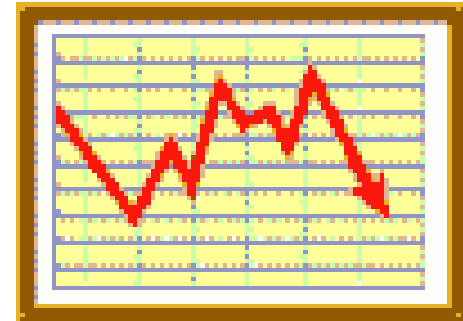
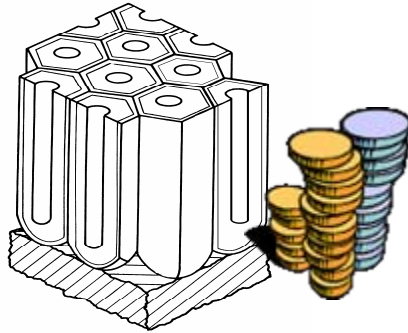


Global Market

- ➔ Focus in a selected group
- ➔ Better knowledge
- ➔ Specialist

- ➔ Biggest potential
- ➔ Broad portfolio
- ➔ Generalist

From Microns



How many could survive ?

To the skyscrapers



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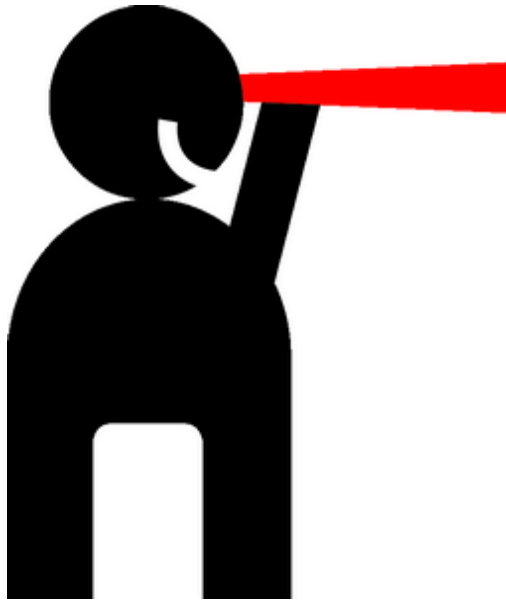
Market attractiveness



Learning from you



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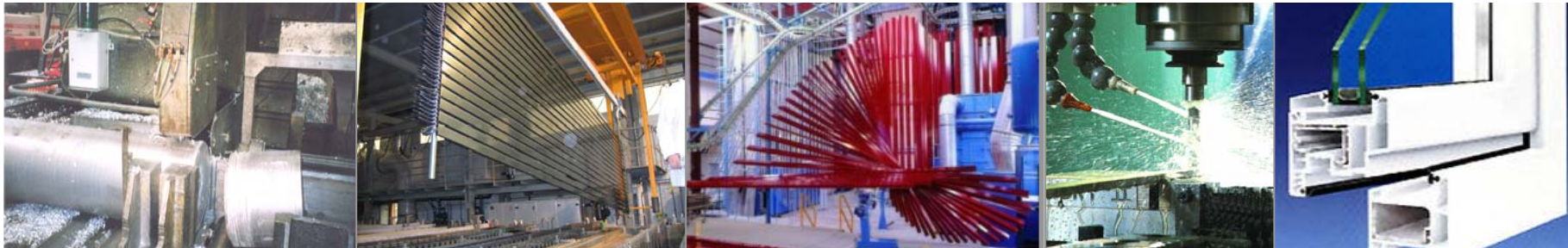
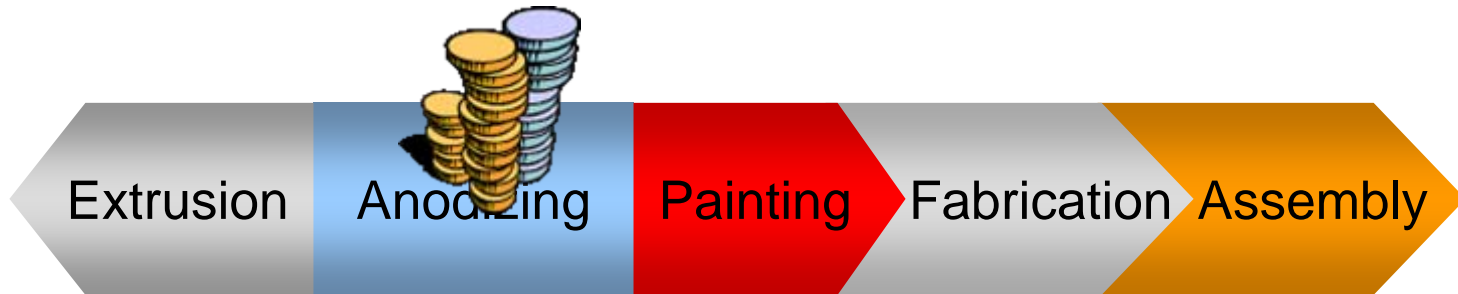


- Integration
- Diversification
- Regionalisation

Value Chain Integration



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One Technologies



ALODINE

LOCTITE



MULTAN®

Lubricants

Cleaning

Conversion

Bonding

Sealing

Maintenance

from the Billet to the Building

Diversification

End use

Aeronautic

Automobile

Electronic

Appliances

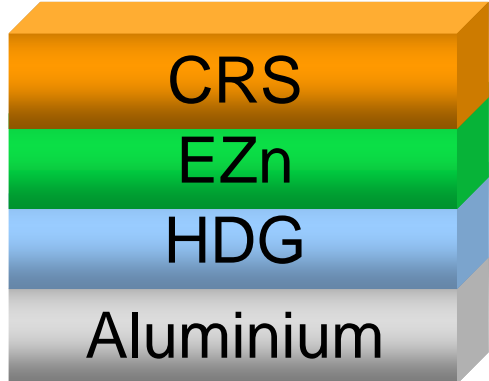
Furniture

Architectural



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Substrate



Teams of Expertise



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AL Auto Parts

AL Doors

Market

Auto

LMF



Engineering

Lubricants



Electrocolour

Phosphating

Panels

LMF



Anodizing



Painting



Bonding

Sealing

Technology

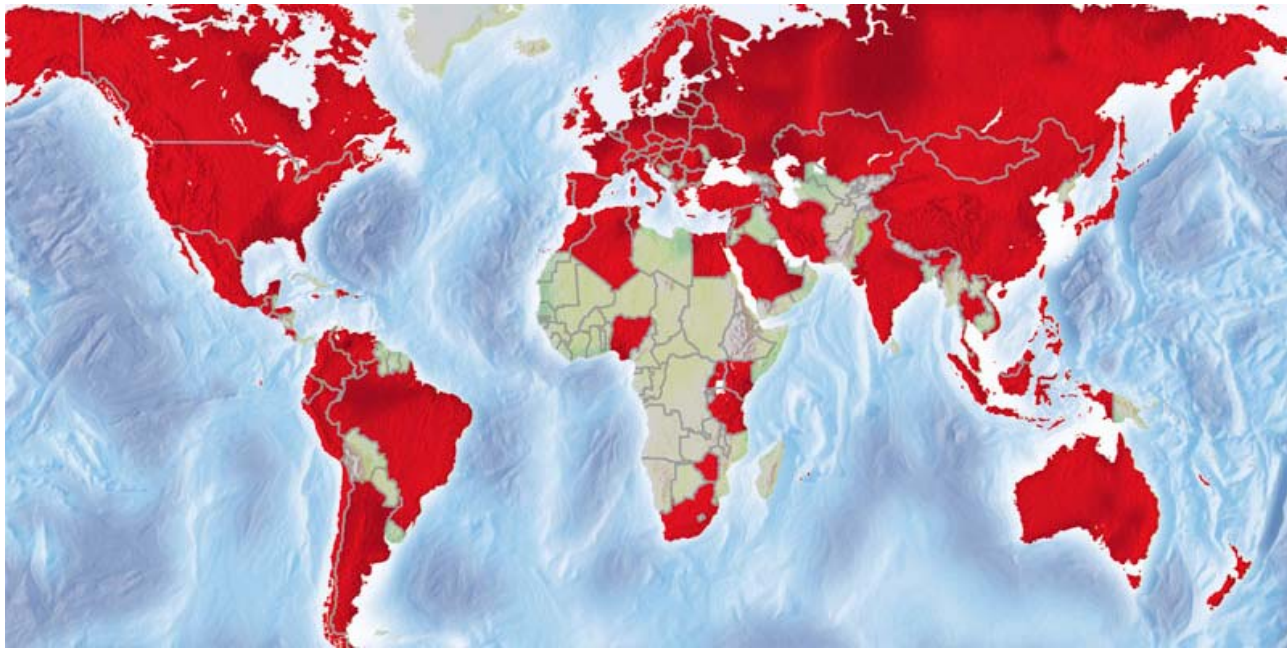
Regionalisation



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Henkel is there

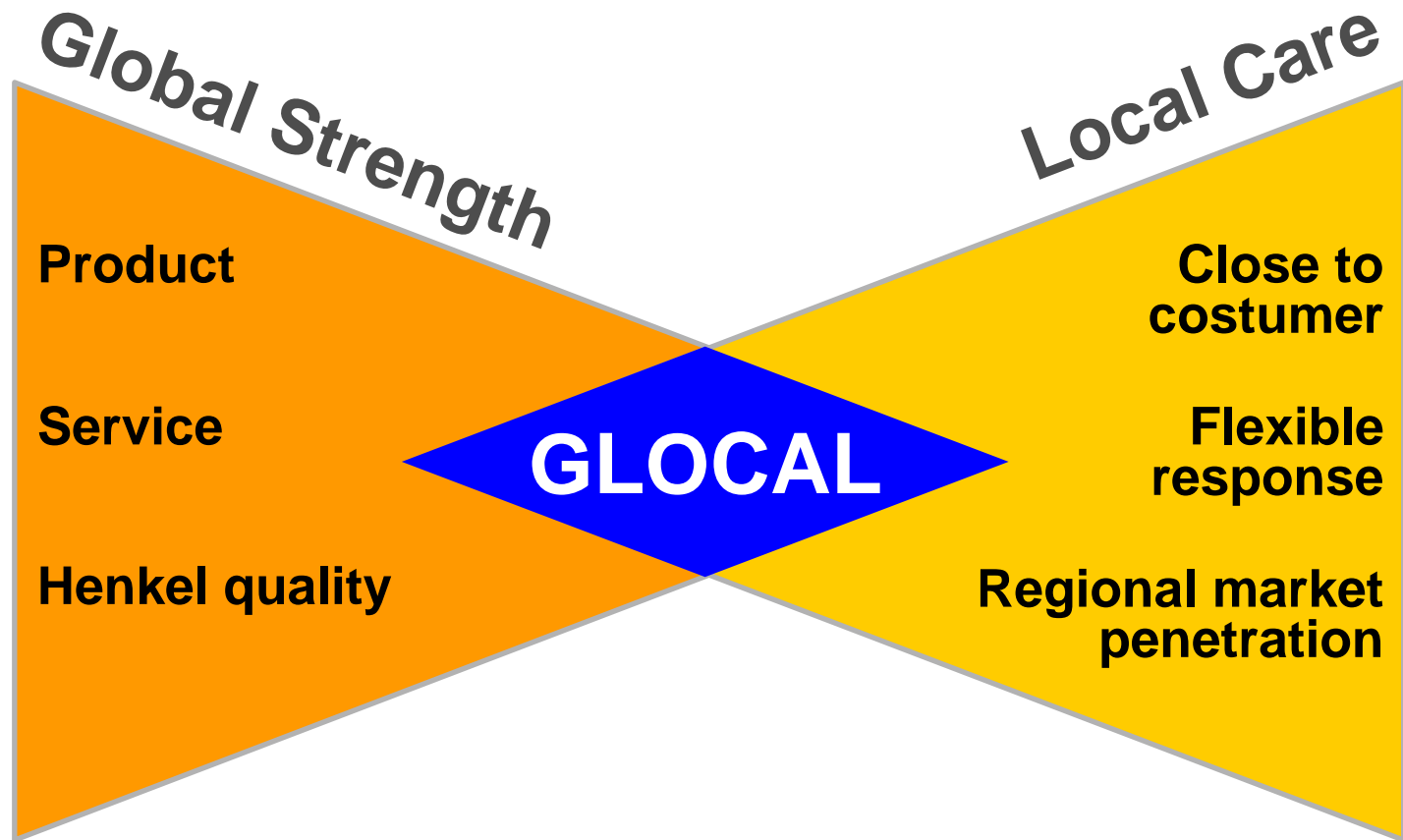


125 countries

Henkel is there



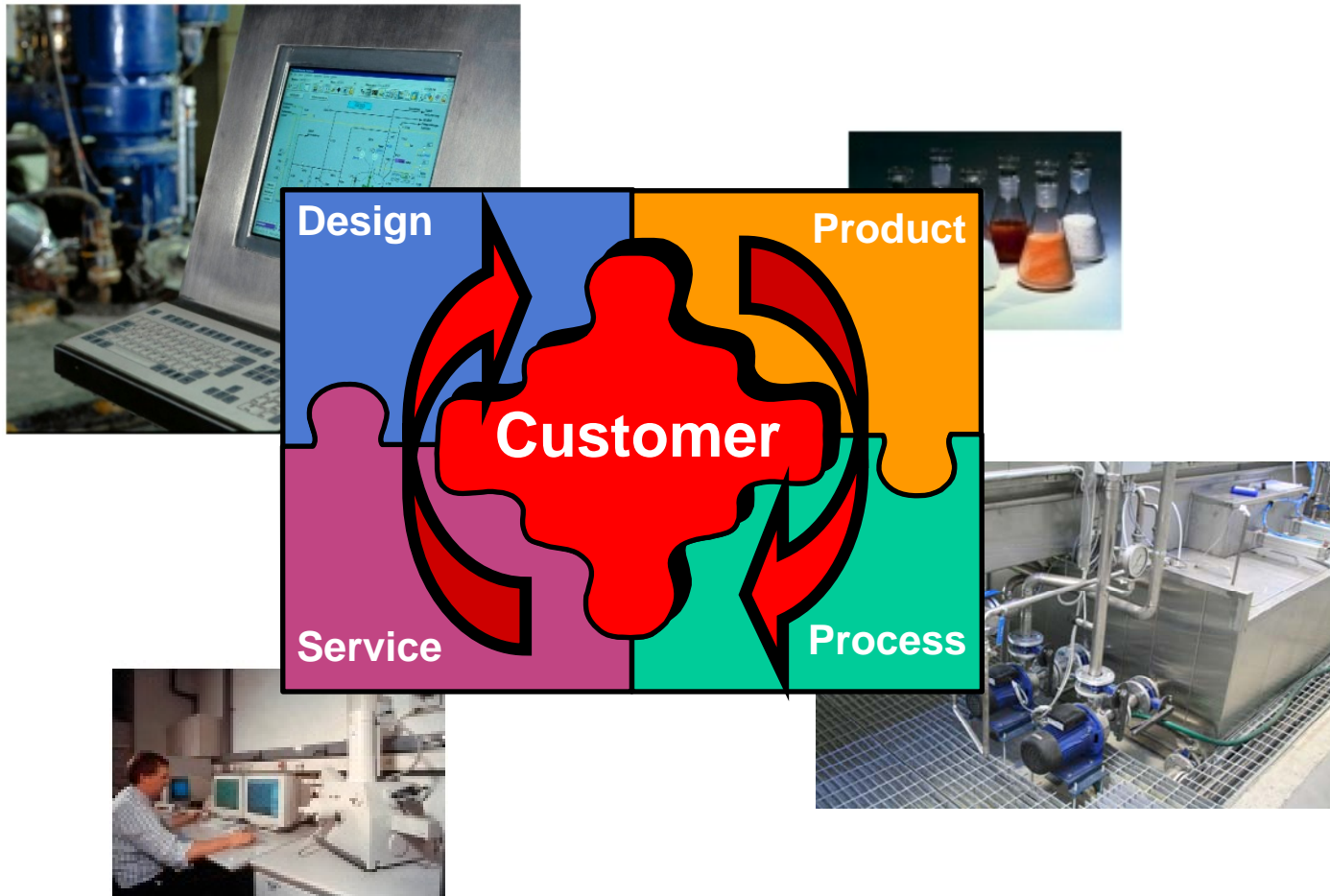
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Circling the Customer



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Win to Win



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Partner in business

Our Vision



Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful.

Henkel

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