



HENKEL IN MÉXICO

In 1959 Henkel began operations in Mexico in hopes of expanding its business in Latin America. Currently, Henkel in Mexico has more than 1,300 employees located in its corporate headquarters in Interlomas as well as production sites in Ecatepec, Salamanca, Monterrey and two in Toluca. Henkel also has distribution centers in Parque Toluca 2000 and Vallejo.

About our history

Henkel had its beginnings in Mexico in 1959 when it acquired Organoquímica Mexicana located in Ecatepec. In 1964, Henkel purchased some shares of the Onyx-Mex SA de CV company which was located in Tlalnepantla, and changed its name to Henkel Onyx-Mex SA de CV.

A year later, Henkel acquired all the remaining shares of Onyx-Mex and 1967 bought the new factory named Organoquímica Mexicana, moving its entire production from Tlalnepantla to Ecatepec.

In 1973, Henkel changed the name of Organoquímica Mexicana to Química Henkel SA de CV and four years afterwards began production of Pritt glue sticks. In 1991, Química Henkel merged with Henkel Mexicana SA de CV. The company until today remains with this name.

In 1992 Henkel strengthened its global position in the adhesives and detergents market through a series of strategic decisions including the 1997 acquisition of Loctite Corporation worldwide, or the purchase in 2000 of the Mexican company Fabrica de Jabón Mariano Salgado which owned the 1-2-3 brand and allowed Henkel to enter the detergents market. Three years later, Henkel grew its adhesives business through the acquisition of Industrias Resistol SA (IRSA) and waterproofing with Fester.

In 2004, Henkel acquired the Dial Corporation, and in Mexico, the MAS brand for its detergents business.

The last major acquisition took place in 2008 when Henkel purchased the business of Adhesives and Electronic Materials of National Starch and Chemical Company.

2009 marked a very important year for Henkel in the Mexican market as it celebrated its 50th Anniversary in Mexico. It also marked the arrival of the Schwarzkopf Professional international cosmetics brand. In 2010, the Persil detergents brand and Schwarzkopf Retail cosmetics brand entered the market, showing the importance of Mexico to Henkel.



Excellence is our Passion

Story

Business

Henkel is divided into three businesses: Laundry & Home Care, for detergents and cleaners, Cosmetics and Personal Care for beauty products and toiletries, and Adhesive Technologies comprising consumer and professionals adhesives and construction as well as adhesives, sealants and surface treatments.

Our Vision

A global leader in brands and technologies

Our Values

1. We put our **CUSTOMERS** at the center of what we do
2. We value, challenge and reward our **PEOPLE**.
3. We drive excellent sustainable **FINANTIAL** performance.
4. We are committed to leadership in **SUSTAINABILITY**.
5. We build our future on our **FAMILY** business foundation.

