Press Release

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Use of sustainable raw materials through mass balance approach

Henkel supports renewable raw materials for toilet rim blocks

Düsseldorf – For most of its Bref toilet rim blocks in Europe, Henkel now supports the usage of renewable raw materials. The company uses materials that are partially based on renewable raw materials for both the production of cleaning balls and the rim block cages, according to the so-called mass balance approach. This involves replacing a certain amount of fossil raw materials with renewable raw materials at the start of the manufacturing process. The quantity of renewable raw materials is then allocated to specific products using a certified calculation method.

Renewable raw materials for formula and rim block cages

Henkel works closely with its suppliers to increase the proportion of renewable raw materials in the production of ingredients for its products. Together with its partner Moeve, Henkel has recently succeeded in using a new surfactant for the production of most of its toilet rim blocks, which is produced from 68 percent renewable raw materials according to the mass balance approach. Henkel has been following a similar path with its partner BASF for some time, replacing fossil raw materials for around 110,000 tons of ingredients per year with renewable raw materials according to the mass balance approach. This reduces the footprint of products from other well-known brands such as Persil and Schauma.

In addition to the ingredients, Henkel also relies on the use of renewable raw materials for the plastic cages surrounding the toilet rim blocks, according to the mass balance approach. The baskets already consist of 30 percent recycled plastic. For the remaining 70 percent of virgin plastic (excluding color granules for colored plastic cages), which cannot yet be replaced by recycled material due to availability, safety, or aesthetic reasons, the company is now investing in collaboration with its suppliers to increase the proportion of renewable raw

materials for the production of plastic. Compared to conventional fossil-based virgin plastic, the so produced plastic based on renewable raw materials will come with a lower CO_2 footprint, amounting currently to more than 10,000 tons CO_2 in annual savings (based on sales figures as in previous year).

"The use of renewable raw materials in the production of ingredients and plastic according to the mass balance approach is an important step to reduce the CO_2 footprint of our products in the upstream value chain. Therefore, it is also a key lever for our goal to achieve net-zero by 2045," says Marjon Stamsnijder, Head of Sustainability at Henkel Consumer Brands.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Photo material is available at www.henkel.com/press

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