



Press Release
Vienna, March 9, 2010

Henkel CEE hosts the European Association of Communication Directors

Corporate/Employer Branding: Score Points with Emotions

Acting in her capacity as regional coordinator of the European Association of Communication Directors (EACD), Sabine Schauer, Head of Corporate Communications at Henkel CEE, invited the EACD and the Corporate Culture Club to a debate on corporate and employer branding, which was held at the Henkel Central Eastern Europe headquarters in Vienna-Erdberg. The guest speakers were Cornelia Floimayr, Customer Experience Manager at Mobilkom Austria, and Franz Puchegger, Director Human Resources at Worthington Cylinders Austria.

Cornelia Floimayr presented the corporate wording program of the mobile telephony company A1, whose aim is to develop a homogenous diction in line with corporate values, and thus to strengthen customer service. "The decisive thing is to reduce the text to the very basics, to put oneself in the customer's shoes and appeal to him or her emotionally and individually", Floimayr claims, underlining her arguments with compelling examples.

Franz Puchegger subsequently explained how Worthington Cylinders Austria applies employer branding in order to make the working environment more attractive and motivate employees. He demonstrated that even simple initiatives such as regular information events and small, positive surprises at the workplace can have a significant effect. For example, each Monday, the Managing Director and the Director of Human Resources serve coffee and pastries to ten randomly selected employees. Frequent performance reviews and trainings for executives are also important components of the employer branding strategy. The success speaks for itself. Once again Worthington Cylinders Austria was ranked as one of Europe's 50 best employers.



Hosts and speakers (v.l.i.n.re): Franz Puchegger (Worthington Cylinders Austria), Dr. Sabine Schauer (Henkel CEE), Cornelia Floimayr (Mobilkom Austria) and Ralf Tometschek (Identitär)





EACD was established in Brussels in the year 2006. The objective of the association is to create a network for communication specialists from all fields across Europe. Numerous transnational and regional events bring EACD members together to discuss a diverse range of issues, and give employees in the communications industry the opportunity to learn about and benefit from the ideas and experience of others.

Further information on EACD is available at: www.eacd-online.eu.

Henkel Central Eastern Europe (Henkel CEE) with its headquarters in Vienna coordinates the company's business operations in 32 countries throughout Central and Eastern Europe as well as in Central Asia. Henkel CEE is a top provider of detergents, cleaners and cosmetics products. It is also market leader for hair cosmetics and adhesives as well as in the surface treatment segment. In fiscal 2009, Henkel CEE employed a work force of about 9,500 people, posting revenues of 2,230 million euros. Henkel products have been available in Austria for more than 120 years. The company has been manufacturing at its business location in Vienna since 1927.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 company, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care and Adhesive Technologies. Each day, more than 50,000 employees worldwide are dedicated to fulfilling Henkel's claim "A Brand like a Friend". In fiscal 2009, Henkel generated sales of 13,573 million euros and adjusted operating profit of 1,364 million euros.

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