

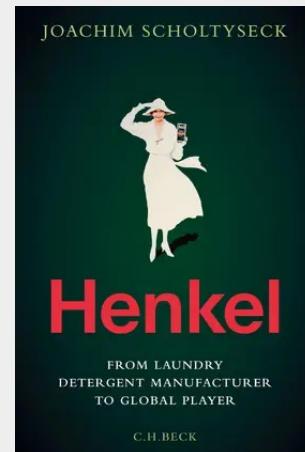
Henkel

From a detergent manufacturer to a global company

Normal 0 21 false false false DE X-NONE X-NONE MicrosoftInternetExplorer4 /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normale Tabelle"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;} Persil, Ata, Pril, Somat, Pritt - many brands that belong to the Henkel corporate cosmos have been an integral part of everyday life for decades. However, few people are aware of the complex and varied history behind the Henkel name. Joachim Scholtyseck traces the path of this company since 1876 for the first time on a comprehensive historical basis and shows how Henkel transformed itself from a detergent manufacturer into a global corporation that is now a world leader, particularly in the adhesives sector. Henkel is a child of the last third of the 19th century and benefited from the economic rise of the young German nation state. The rising standard of living of the population increased the demand for everyday consumer goods, which the company was able to meet with its rapidly growing detergent business. Founded by Fritz Henkel in Aachen in 1876, the company expanded rapidly and moved its headquarters to Düsseldorf in 1878, where it is still based today. In 1907, the revolutionary detergent Persil, which was advertised in an innovative way and represented a quantum leap for the company. To this day, it is probably the best-known brand with which Henkel is widely associated. But even at the beginning of the 20th century the company had already much more to offer. Joachim Scholtyseck examines the success factors that turned the Aachen-based start-up into a flourishing company, examines Henkel's role in the Third Reich and shows how the detergent producer became a global company.

The roots of Henkel, founded in 1876 by Fritz Henkel, lie in the early German Empire. The populations rising standard of living increased the demand for consumer goods in everyday life, which the company was able to serve with its rapidly growing laundry detergent business. In 1907, the laundry detergent Persil entered the market and virtually revolutionized the business; even today, it likely remains the most famous Henkel brand. Joachim Scholtyseck investigates the success factors that turned the start-up into a flourishing family company. He also deals with the company's role in the «Third Reich» and shows how Henkel became a global player that today is successful with its brands, innovations, and technologies serving both consumers and industry.

Persil, Pril, Schwarzkopf, Pritt, and Loctite many of the brands that belong to the company cosmos of Henkel have been firmly established in everyday life for decades. Yet few people might be familiar with the complex and ever-changing history hiding behind the name of Henkel. How did Henkel manage to transform itself from a laundry detergent manufacturer to a global company that today not only enjoys strong positions in the consumer business but has also risen to become a market leader in the adhesives segment worldwide? Following this leading question, this study comprehensively traces the fascinating history of the company with scholarly rigor.



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