



## Henkel Touts LEED-Rated Products With BuildSite Channel Communications

Henkel Corporation has chosen BuildSite to promote the superior qualities of their OSI GREENSeries and OSI WINTeq product lines to distributors and contractors, using BuildSite's Channel Communications program. Both lines are part of Henkel's extensive OSI products aimed at professional craftsmen.

BuildSite Channel Communications offers a compelling opportunity to communicate with buyers at the precise time of purchase. Henkel Corporation is using Channel Communication's Product Match to tell customers working on LEED-rated or green projects that their low VOC products are "right for the job".

"OSI, PL and Polyseamseal Branded Products are the choice of Pros," said Heather Lang of Henkel Corporation. "We felt we could reach and inform more professionals, contractors and architects about our product lines, specifically our superior GREENSeries and WINTeq products, by taking advantage of what BuildSite offers."

The OSI GREENSeries products include six (6) caulks, adhesive and sealant products that exclusively meet both energy efficiency and global impact standards. All OSI GREENSeries products reduce or eliminate harmful VOC levels, and are GreenGuard Certified®. Recognizing the role adhesives and sealants play in the green building process, the OSI GREENSeries minimizes the impact on both the environment, and air quality.

The OSI WINTeq product line was developed to address air and moisture transfer that can occur with improperly sealed windows and doors. The three (3) WINTeq products

featured with Channel Communications include flashing, a closed-cell polyurethane foam sealant, and a modified polyurethane polymer sealant. Both sealants are Low-VOC and work together, along with the WINTeQ flashing, to ensure proper seal.

In addition to their focused efforts with Channel Communications, Henkel Corporation is including their full professional trades product lines as part of BuildSite's standard listings. This includes the full line of OSI products, as well as all Polyseamseal and PL Branded Products.

"Our dealer and contractor customers asked for Henkel products," said Kathryn Golden of BuildSite. "Expanding our LEED-focused product offerings with OSI GREENSeries and WINTeQ – and highlighting them with Channel Communication's Product Match – makes sense for everyone."

#### About Henkel:

Henkel Corporation is part of Henkel KGaA, a global leader in adhesives, which is headquartered in Düsseldorf, Germany, and employs more than 50,000 people worldwide in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In 2005, Henkel reported sales of 11.974 billion euros. For more information, visit [www.henkel.us](http://www.henkel.us)."

#### About BuildSite:

BuildSite is a single source of product and technical information for construction, used by sales reps throughout the building materials industry. Accessed by distributors and contractors from coast to coast, BuildSite's database includes more than 200 manufacturers and in excess of 15,000 product names. Subscribers use BuildSite's database and software tools to more effectively answer customer questions and grow their business. Channel Communications is a program offered by BuildSite that gives manufacturer's of building materials a method to communicate directly with their

customers at the exact time buyers are ready to purchase products. Visit BuildSite's webpage to learn more: [www.BuildSite.com](http://www.BuildSite.com), or phone 888.717.8665.