



## Press Release

January 6, 2022

Adhesive Technologies to further drive innovative smart solutions for the growing adult care market

### Henkel invests in medical technology start-up Smartz AG

Düsseldorf, Germany – Henkel Adhesive Technologies further strengthens its capabilities for the growing demand of smart adult care solutions by investing in Smartz AG (Smarztz), a medical technology start-up headquartered in Baar, Switzerland. Smartz has developed an end-to-end-solution for diapers that improves the quality of life for adults while at the same time effectively supporting care and medical personnel as well as reducing costs and increasing the service level in care facilities. Both companies already have signed a [joint marketing and joint development agreement](#) earlier this year to combine Henkel's printed electronics expertise with the adult care Internet of Things (IoT) hardware and software solutions of the start-up. With the investment, Henkel aims to strengthen this partnership and to drive the development of additional innovative adult care applications in the future.

Henkel Adhesive Technologies is a leading materials and adhesives supplier for hygiene products globally with a broad portfolio of products designed for every phase in the construction of diapers. In addition, the business unit offers a variety of material and service solutions for printed electronics. Based on its broad portfolio of functional ink formulations Henkel enables innovative printed electronics applications across industries including smart living, mobility and hygiene.

"As part of our corporate venturing activities we are focusing on novel and scalable technologies complementing our existing portfolio in adhesives, sealants and functional coatings with data-driven business models", explains Paolo Bavaj, Head of Corporate Venturing, Adhesive Technologies. "Together with Smartz we have combined our printed electronics capabilities with their IoT and software platform, developing a market-ready solution that can be easily integrated in the existing manufacturing processes of adult diapers. The partnership helps us to further differentiate and strengthen our offerings in the diaper market and responds to the fast-growing demand of smart adult care. With the investment we want to demonstrate our commitment to Smartz and to further drive the

development of future generations of smart care products and new applications relating to digital health.”

Smartz was founded in 2021 and was formally known as Simavita. The company’s special pod sensor design is a clip-on, reusable device that works in tandem with a sensing interface which is based upon conductive inks from Henkel. The sensing interface is printed onto the incontinence product at the time of high-speed manufacture. This market-ready material is non-invasive, fully safe for skin contact and allows the sensors to communicate wirelessly with a caregiver’s software dashboard. The solution provides manufacturers of hygiene products with smart capabilities that can be integrated into existing product designs and produced on a large scale without capital expenditure or impact upon manufacturing efficiencies.

“Our partnership with Henkel is a world leading initiative. It delivers the strength, certainty and service quality demanded by our customers, together with a cloud based and App driven technology which embodies decades of real-world experience in adult care. Right now, we are working hard with Henkel and our customers to deliver improved health care outcomes for the elderly, together with improved conditions for those working in the industry,” says Michael Spooner, Executive Chairman, Smartz AG.

#### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

#### **About Henkel Tech Ventures**

Henkel Tech Ventures is the corporate venture capital arm of Henkel Adhesive Technologies, established in 2016. Headquartered in Düsseldorf, it functions as a connector between external innovators and Henkel. Through networking, consulting, partnerships and investments, the unit supports the growth of startups and at the same time enhances Henkel's new business development efforts. For more information, please visit [www.henkel-tech.ventures](http://www.henkel-tech.ventures).

#### **About Smartz AG**

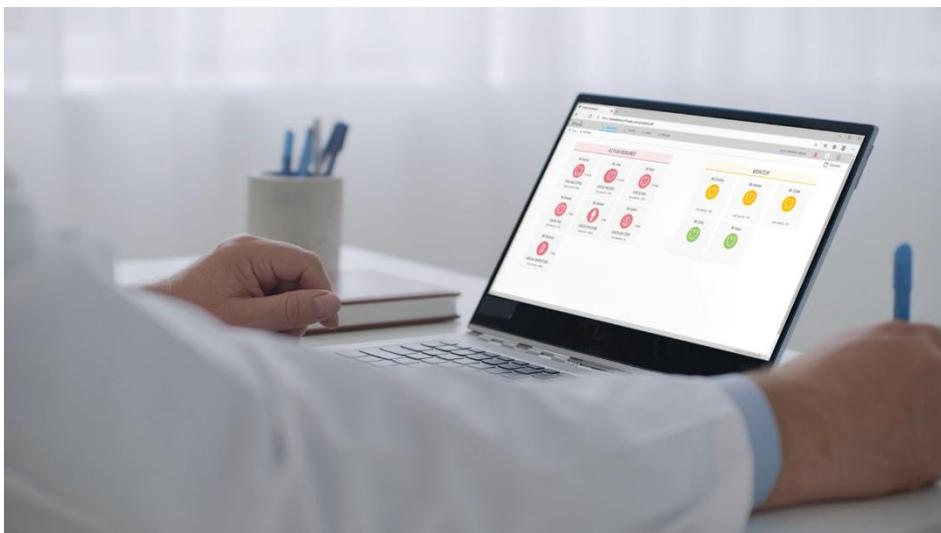
Smartz AG is a MedTech Company focused on the development of smart, wearable and disposable platform technologies for the health care market. Our key platform Smartz™ is a highly disruptive technology, focused on

transforming a traditional “dumb” diaper into a smart device to materially improve health care outcomes and productivity. With the support of Henkel, our customers and employees, Smartz is absolutely committed to the business at hand; creating a commercially successful and growing corporation.

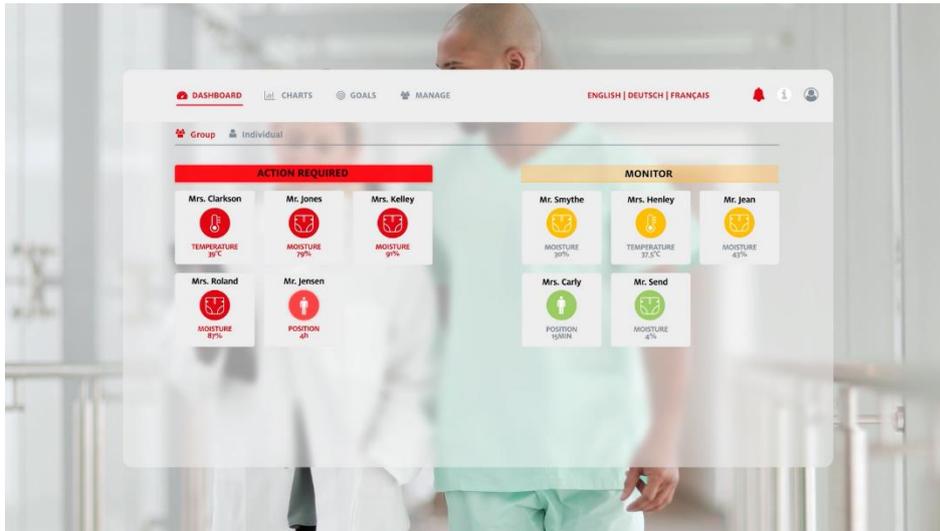
**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

Contact Sebastian Hinz  
Phone +49 211 797-8594  
Email [sebastian.hinz@henkel.com](mailto:sebastian.hinz@henkel.com)

Henkel AG & Co. KGaA



Henkel has invested in the medical technology start-up Smartz that has developed an end-to-end solution for smart diapers.



The cloud-based an app-driven technology improves the quality for wearers and supports the medical personnel.