

## Henkel speaks all languages

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Henkel have made their brand more accessible to people with blindness and hearing difficulties. The multinational is supported by the non-profit organization ONCE which works to improve the quality of life of people suffering from blindness or severe visual impairment across Spain. Henkel have chosen to include subtitles on their adverts and Braille on all their products. The aim of the initiative is to facilitate access to information about some of their products such as Wipp Express, Micolor, Dixan and Somat.

### Why it matters

More and more brands are trying to communicate an image of social responsibility. Consumers are becoming more demanding of CSR initiatives. Is it better to make tangible changes to your products and communications rather than simply attaching yourself to a charitable organisation? How do you walk the walk of CSR rather than just talking the talk?

- [Conscious](#)
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[1] <http://www.welcometomatters.com/team/jorge-sanz>