

Brenntag – your application experts

A conversation with Patrick Koch,
Business Manager Pharma/Cosmetics DACH, Brenntag GmbH



Patrick Koch, Business Manager at Brenntag GmbH, has been responsible for the Pharma/Cosmetics business unit in the DACH region (Germany, Austria, Switzerland) since 2019. In 2015, he joined Brenntag as Sales Manager Germany, being in charge of the Pharmaceuticals and Cosmetics divisions. He is also Head of Business Development of the Cosmetics division. Patrick Koch started his professional career in the chemical distribution business in 1998, joining Lanxess Distribution GmbH as Product Manager for intermediates and speciality chemicals. From 2006–2012, he was responsible for the Key Accounts unit as Business Manager at today's Univar Solutions GmbH, latterly as Senior Business Development Manager Central Europe (DACH region, Benelux, Eastern Europe). He then joined Azelis Deutschland Pharma GmbH as Regional Business Manager, where he was in charge of the DACH region until 2015.

EURO COSMETICS: *In your Life Science business unit, which comprises the food & nutrition, cosmetics, pharmaceuticals and animal nutrition segments, you work with qualified suppliers. What are your requirements and what does a cooperation with you in the DACH market (Germany, Austria, Switzerland) look like?*

Patrick Koch: Our Life Science business unit offers both customers and suppliers in the nutrition, pharmaceuticals, cosmetics and animal nutrition industries bundled expertise from a single source. We work in close partnership with our suppliers. And we evaluate each potential supplier before signing a distribution agreement with them. Documents, certifications, statements and materials are checked in terms of quality. This allows us to optimally meet our customers' increasing quality and safety requirements in the life science sector. Our suppliers in turn benefit from our professional experience, our broad positioning in the DACH region and our excellent market penetration. They recognize the advantages of our tried and tested logistics infrastructure, our top-notch expertise, our wide range of services and the close relationships we maintain with our customers. In addition, we keep an open

line of communication with our contractual partners, exchange ideas about current trends and challenges, projects, market and potential analyses and much more. Thanks to our close cooperation network in the DACH region, we are able to exploit synergies in many areas. For example, our teams in Austria and Switzerland can draw on the support of our application technology lab in Essen. Some of our German suppliers have already decided to extend their distribution contract with us to Switzerland and Austria because of our DACH positioning.

EURO COSMETICS: *How do you as a distribution partner support your customers?*

Patrick Koch: We support our customers with a team of technical experts who inform them of the latest trends and products and find suitable solutions for their needs. Of course, we also provide assistance with regulatory issues and send them updated documentation. Our application engineers help them with lab services, formulation examples, formulation booklets and training tips. On the logistics side, we provide a well-developed infrastructure with state-of-the-art distribution centres in the DACH region. We offer our customers tailor-made

concepts from procurement through storage and inventory management to just-in-time delivery.

EURO COSMETICS: *At the beginning of this year you entered into a partnership with MANE, the fifth largest manufacturer of fragrance and flavour compositions. What was your motivation to enter into this relationship?*

Patrick Koch: We have been working successfully with MANE for several years in the field of flavour compositions in Germany and perfume concentrates in Eastern Europe. Based on this positive experience, we believe that MANE's fragrance and aroma compositions will also be a valuable addition to our portfolio of specialties in Germany and Switzerland. This new cooperation will initially focus on manufacturers of cosmetics and personal care products and will be expanded in the near future to include household cleaners and detergents. We are very happy about our cooperation with this leading, long established French company and hope it'll be a long-standing and successful cooperation for both of us.

EURO COSMETICS: *And what range of products do you sell?*



Brenntag's application engineers offer customers a wide range of laboratory services.

Patrick Koch: We distribute raw materials, ingredients and chemical products all over the world – for every conceivable application and industry, from water treatment to the synthesis of active pharmaceutical ingredients. In the Life Science segment, we focus on the areas that affect human and animal applications, e.g. cosmetics, food, pharmaceuticals and animal nutrition, as these applications are subject to very special raw material qualities and criteria. We have a team of experts in every industry in order to provide our customers with the best possible support, inform them about trends and new products and, if desired, create individual solutions for them.

EURO COSMETICS: *At your modern Life Science Application Centre in Essen, Germany, you offer a wide range of services for your partners and customers. Could you tell us a little more about your offerings?*

Patrick Koch: Our service portfolio includes a vast variety of services. In addition to the development and adaptation of formulations, we also offer tests that are

somewhat more complex in terms of technology, such as rheological investigations, stability tests and the determination of physicochemical parameters. It is always our top priority to help our customers and suppliers simplify their work. This is another reason why we produce so-called formulation booklets, for example.

EURO COSMETICS: *And how exactly do your customers and partners benefit from this?*

Patrick Koch: We provide ready-to-use, customised formulations for a wide variety of applications – which is why the formulation booklet is well appreciated by our customers. In addition to our technical assistance and advice during production, customers can also obtain most of the required ingredients directly from us – all from a single source, so to speak! This makes the production process faster and easier, and the customers always have a central point of contact for their queries. We are pleased that the number of customers making use of this service is constantly growing. And we hope that our application

technology-related ideas and concepts are a source of inspiration for our customers. Our manufacturing partners also benefit from our broad expertise in application technologies. We are in constant dialogue with our suppliers to learn more about their products. Sometimes our team of experts identifies potential applications and benefits of raw materials that even product manufacturers have not yet considered. In this way, both sides benefit from our expertise.

EURO COSMETICS: *What products and ingredients do you offer in the field of cosmetics?*

Patrick Koch: We provide a wide range of basic and speciality chemicals for cosmetic applications, including active ingredients, emulsifiers and surfactants, oils and oxidising agents. In the speciality chemicals segment, we partner with renowned providers such as Evonik, Kronos and Elkem. And in the basic chemicals segment, we often work together with several suppliers and provide various qualities in order to be able to offer our customers the raw materi-

al quality that best suits their specific needs.

EURO COSMETICS: *With CosVivet you have developed your own product line with high-quality and sustainable raw materials for cosmetic applications. Please tell us more about it.*

Patrick Koch: CosVivet comprises high-quality, safe cosmetic raw materials, which have been tested in terms of quality and classified as excellent by Brenntag application engineers at our application centres. The customer benefits are obvious: They can always rely on raw materials of consistently high quality, including availability of the products. We thus help our customers reduce complexity. With CosVivet we want to further strengthen the trusting cooperation with our partners and continuously expand our range of services. CosVivet currently includes a range of waxes and natural, mild surfactants. It is planned to launch further product lines in the near future.

EURO COSMETICS: *And what about your quality management?*

Patrick Koch: Our quality management team processes certifications and supervises programmes such as Responsible Care and GMP. Brenntag is certified according to DIN EN ISO 9001:2015. This certification underlines our customer-centric approach. In addition, quality management is responsible for conducting and supervising au-



ditions, for complaint management and the provision of standards and guidelines. But it's especially our DACH-wide IDS team (Information/Documentation/Service) that makes the difference: they manage all raw material documents, specific statements, regulatory issues and customer questionnaires. All technical inquiries, which cannot be handled directly by our sales teams, are processed centrally by this team of specialists. This enables us to answer our customers' questions quickly and efficiently. And this is what sets Brenntag apart from its competitors.

EURO COSMETICS: *Brenntag operates worldwide. What do you think is your specific position in the DACH market and how do you want to further consolidate it?*

Patrick Koch: We have done a lot of groundwork in recent years and the results achieved so far show that we are on the right track. This is tremendously motivating. We are continuously witnessing growth – thanks to a strong, highly motivated team of experts and an increasingly specialised product portfolio, which is rounded off by a broad range of services. A key success factor is the continued targeted expansion of our product range. Our customers can expect a lot from us in the fu-

ture. So our ambition is clear: we want to further expand our market share and become the number 1 in the DACH region.

EURO COSMETICS: *What can we expect from Brenntag in the near future?*

Patrick Koch: We are proud to offer our customers a standardized digital solution which helps them optimise day-to-day cooperation and makes processes more efficient. In order to remain competitive in the global chemical distribution market and to continue to be the most effective partner for our customers, it is our distinct goal to deliver solutions that make a difference for our customers. We are therefore delighted to present our new e-commerce platform 'Brenntag Connect', which has already been made available to our customers in the Cosmetics sector in Germany. The entire DACH region will follow soon. Brenntag Connect enables our customers to order their raw materials online – quickly, efficiently and securely. We are constantly looking for new ways to create added value for our partners. For us, digitisation and the resulting opportunities are factors crucial to the future.

EURO COSMETICS: *Thank you for this interview.*