

# A conversation with Anne Basch, Perfumer and Martin Schmiechen, Sales & Marketing Director at Joh. Vögele KG

**EURO COSMETICS:** *For more than 65 years, Joh.Vögele KG is a well-known partner for raw materials for the Food & Flavour industry. What are your major strengths?*

**Martin Schmiechen:** Our strengths include the production of extracts and distillates for alcoholic beverages as well as our wide range of Essential Oils, Aroma Chemicals and Oleoresins. We do also have a very capable perfumery department that can set very interesting and creative accents. That's why we have tried during the last 12 months to bring our perfume development work much closer into the context of the corresponding application, i.e. the market product, the market trends and the specific requirements of our clients. As a consequence, we are able to offer much more tailor-made solutions that satisfy our clients. This was confirmed by the positive feedback we received back from them. Our creativity and service in function of our size was highly estimated. Therefore, we are very optimistic that we will be given numerous opportunities to work on new and challenging projects in 2016.

**EURO COSMETICS:** *Anne, as a perfumer, the creative power behind the fragrances at Joh. Vögele KG., what does this mean for your development work?*

**Anne Basch:** The development of a fragrance is a rather complex matter but I try to not make things even more complicated than what they really are. First of all, the broad range of raw materials that we have in our hands from our trading business helps a lot. With that, we have already secured the quality and price of these materials and this allows me to work competitively on



Anne Basch,  
Perfumer at Joh. Vögele KG



Martin Schmiechen,  
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clients' briefs. Then it is important to work closely in the context of the client product. That's why I don't necessarily try to bring existing Fine Fragrances sketches into the technical requirements of the application, but rather chose carefully my raw materials that allow me to develop my creative idea in the context of price and technical requirements. As a consequence, we see a lot of independent and exciting creations come to life.

**Euro Cosmetics:** *Where do you find your inspiration that is necessary for your creative work?*

**Anne Basch:** It arrives from all different sources. I'm very much interested in what is happening in Germany and the international markets. When I do this, I like to look beyond my own nose in order to get an idea of trends or new and exciting products from other areas. The beverage area, where we as a company do a lot of project work is a good example for that. But it is rather important to keep the focus on a specific development area. To do so, I use the work that we are doing in the context of market observation and trend spotting. This gives me the opportunity to work pro-actively in a specific fragrance world and fragrance environment.

**EURO COSMETICS:** *How do you connect scent and trends?*

**Martin Schmiechen:** There are a number of areas that we do check systematically, like for example trends in fashion, in food stuff, the automobile industry, in furniture, the colour industry, in entertainment electronics and even in the kitchen. Recently, we have been seeing a trend towards a kind of 'retro-design', which uses familiar elements in a new context. We believe that in times where things are rather quick and disruptive consumers tend to stick to things they feel save and familiar with, but nothing 'old-fashioned' rather 'reliable with modern and creative elements'. So we can immediately establish a link towards fragrances: how would that great 80's perfume be like today? We have covered the full content in our current trend presentation 'New Classics'.



Perfumery laboratory



**EURO COSMETICS:** *Do you develop fragrances for all product categories, i.e. Beauty Care and Household products?*

**Anne Basch:** Yes. I do develop fragrances for all different types of applications. Actually, it is quite interesting to re-apply fragrances across their applications and to create a completely new context for such fragrance.

**EURO COSMETICS:** *Which are the product categories you are particularly successful in?*

**Anne Basch:** We do have a number of core areas where we are particularly successful. On the one hand side we are focusing a lot of our work in the Cosmetics field, i.e. face and body care as well as cleansing. Our successful work refers to all types of fragrances with their regulatory requirements in that area but also to 100 % natural fragrances. On the other side we do have an expertise in technically more difficult applications in Household products where we are creating stable, functional and successful fragrance compounds.

**EURO COSMETICS:** *What makes a fragrance successful?*

**Anne Basch:** Passion and persistence are the most important elements. But it is also very important to understand the expectations of our clients and what the fragrance is supposed to be doing in the product. At the end of the day, our client has to like the fragrance and then once selected the consumer will have the final call. That's why we always evaluate as a group and also validate liking with a consumer panel.

**EURO COSMETICS:** *How do you think the requirements of your clients will change in the future?*

**Anne Basch:** From a development point of view, we will need to adopt to the increasing regulatory requirements in order to create good and save fragrances. The perfumer's range of raw material has changed significantly over the last decades, but still we were able to develop fragrances for our clients that covered these requirements and were still successful. Furthermore, our fragrances need to be in touch with the latest trends so that apart from the technical and commercial requirements, we will still receive the acceptance from the consumer.

**Martin Schmiechen:** Our clients will expect increased flexibility, high speed and an even more complete service from us. That means, for example, that we will

need to execute big but also small orders and projects very quickly. This goes hand in hand with an increased service around the fragrance: clear product documentation, conceptional work around the fragrance, the context of market trends, etc. I believe that as a medium-sized, privately owned company we are well prepared for that. At the same time, our clients will be confronted with demands from the consumer's side, i.e. personalization of fragrance or demand for sustainability. Here, for sure, we will get involved with our clients to solve these questions.

**EURO COSMETICS:** *How do you handle sustainability?*

**Martin Schmiechen:** In general terms the traceability of our raw materials will move further towards the attention of the consumers. That's why sustainability at Joh.Vögele is a matter for the boss but at the same time an integral part of the way all employees think and act on a daily basis. You can find more information on the corresponding processes on our website:

<http://www.voegele-lauffen.de/nachhaltigkeit.html>.

*Thank you for the conversation.*