



## „Complexity is our profession“

According to Bertram Vögele, managing partner of Joh. Vögele KG this is the guiding principle that describes best the day-to-day challenge and at the same time the implicitness to provide and sustain individual solutions to clients in areas like Development, Production, Sales and Logistics. Providing this service now already over more than six decades and for four generations the company has been established as a qualified and reliable partner for its large customer base. Throughout this time, business grew continuously and has reached sufficient critical mass to stay ahead of the challenges of the future but has maintained still its focus to be able to react to individual client requirements.

Over time and with the strategic extension of the product portfolio the company not only gained access to a number of larger national and multinational accounts but in specific cases was also able to offer complete solutions to complex client requests.

### Ingredients for client success

In 2015, the logo of Joh. Vögele KG has been relaunched with the subtitle „Ingredi-



*New plus-energy building*

ents“. This should reflect the bigger and now also more internationally distributed product portfolio, which goes from Vegetable Oils, natural and synthetic Aroma Chemicals, Essential Oils, Absolutes, Balsams and Resins to Spice Oils and Oleoresins. But the portfolio also contains Extracts and Destillates that imply a strong expertise in this area as well as the creative Flavour and Fragrance compositions.

The main focus is on quality, sustainability and a very careful documentation for all products so that they can add to the value of the client product and its success in the marketplace.

New in 2015 is also the web presence of Joh. Vögele KG, where one can now easily identify the complete product portfolio.





Fragrance laboratory



### Strong fragrances create added value

The creative team at Joh. Vögele KG understands the fragrance as a central element to support the intrinsic features of a product, to communicate with the consumer and to increase the liking of a product in a sustainable way. In order to do so the team creates tailor-made fragrances. The key for them is to select the right fragrance for the clients. „It doesn't matter whether we are creating something functional or fancy, classical or modern, the key is to fit the client's criteria and expectation“, explains Anne Basch, perfumer and head of the team.

The creative range goes from conventional fragrances that will always correspond to clients' regulatory requirements to 100% natural fragrances, Essential Oil blends and even fragrances that correspond to food safety.

At the end of the day, the application determines where to focus during fragrance development work. Creating a fragrance for Beauty Care products will normally require some more emotional elements whereas fragrances for household products will need cleanliness and freshness as the main attributes. And precisely these attributes need to be recognized by the consumer to make it acceptable. To prove this the company uses consumer panels to have its fragrances tested.

Last but not least the team at Joh. Vögele KG also responds to requests for purely technical applications. The key elements here are normally stability and longevity. Both elements are guaranteed through extensive application and stability tests.

### Concept strengthens fragrance

Already when starting a proactive exercise to create fragrances the creative team at Joh. Vögele KG is searching for connections and elements towards the corresponding fragrance universe. To do so the team is observing the different markets and trends and will integrate the findings into their conceptual work. Then this will be combined with the analysis of the client portfolio so that together with the tailor-made fragrance the client will also receive a corresponding conceptual idea. This way clients will have some additional stimulation for their own conceptual work and “in an ideal world a stunning fragrance will encounter the right colour, form and packaging in the end product and will delight the consumers so much that they will rebuy that product.“, explains Martin Schmiechen, Sales and Marketing Director at Joh. Vögele KG.

Especially for this year's SEPAWA the company will present a range of creative, new fragrances that are part of their „New Classics“ concept, a trend that has been

present in various product categories and is now reaching more and more FMCG. At the same time “New Classics” is also the subject for the autumn 2015 trend presentation.

### Essential Oils remain strong

After the acquisition and integration of Eramex/Düsseldorf in 2013, the combined business continued to be strong and was further extended.

With a range of more than 300 Essential Oils that are permanently on stock the majority of client requests is normally covered but it also serves as a base for own compounding. Over more than 65 years, the company has established diligently now long-standing business relationships with reliable and quality-conscious suppliers. The company trades particularly pure natural oils, the highest quality level in this area. The range also contains a number of specialties like Absolutes, natural colours and other natural products. Additionally, the company also develops and manufactures natural and synthetic reconstructions, blends and Essential Oil mixtures.

Especially for the latter there is some revival going on in the market place as some manufacturers of Cosmetics are currently using increasingly 100% natural oil blends for the positioning of their products.

Additionally, Joh. Vögele KG offers a number of synthetic and natural Aroma Chemicals. The corresponding number of approx. 1000 products with an average warehouse value of more than € 7 million allows the company to provide the right quality at the right time at a competitive price to its clients.

### Strategic growth continues

Since its foundation Joh. Vögele KG has been on a steady growth path. But this is no reason at all „to rest on our laurels from the past“, explains Bertram Vögele. „We are always analyzing options and opportunities to extend our portfolio in a meaningful way that fits our portfolio. In 2015, we have added Oleoresins to our portfolio as we can address the exact same client base that is already buying Spice Oils from us“, comments Bertram Vögele.

„In addition to that, we always feel that across all product categories, we can still substantially expand our international business in Europe and beyond. Today, we are cross-linked internationally and act as a partner to a number of multinational clients.“

### Sustainability put into practice

In addition to the purely commercial aspects of the business, today sustainability is the key element when thinking and acting. In this context, Bertram Vögele explains that the thinking process is not focused around business years but rather generations. „With an increasing utilization of resources in combination with an increasing number of inhabitants we were highly motivated to put sustainability into the center of our activity. Particularly because we are dependent on the power of nature we need to utilize and protect it at the same time.“

Already during the planning and the construction of the most recent building in 2012 this was put consistently into practice. This plus-energy building that produces

more energy than it consumes has opened new space of 1.700 qm for the new reception, meeting rooms, additional warehouse areas as well as additional offices and labs. The whole concept also includes the outside sections where the light sources have been selected in order to not attract insects. Also birds have been considered in here. The big and decorative glass windows have received a UV-reflecting film so that birds will recognize this as a barrier.

Across all facilities rainwater is not simply put back into the sewer system but throughout a number of different measures, i.e. roof greening, ecological holding basins and absorbing wells peaks for the sewer system and the wastewater plants are reduced.

All items of energy consumption are already being registered. This includes the commute of employees to work and all other influencing factors on the climate. This way the carbon footprint is being measured and “the target is to reduce it by 80% ‘til 2020”, explains Bertram Vögele.

In cooperation with „myclimate“ all emissions have been registered systematically and for the first time in 2014, the balance was positive so that Joh. Vögele KG was classified as a “climate-neutral” site.

### High QS-standards including work safety

Already since 1996 Joh. Vögele KG has been ISO 9000 certified. Additionally the company received the GMP+ certificate for feedstuff and the IFS 6.0 for food items as well as the Bio-certificate according to EU Eco-Regulation

„It is the consistent faithful quality of our products in combination with the quality of our product documentation, our long-term planning and our durable reliability that has made us a strong partner for our clients“, explains Bertram Vögele. This is confirmed by an impressively low number of 0,0007% of expenses for client complaints based on turnover.

At the same time the certifications have served as an instrument for a steady documentation of the right flow in the work process and thus have improved work safety in a sustainable way. This also applies for buildings and installations. The aforementioned plus-energy building, for example, has got a modern CO<sub>2</sub>-fire-distinguishing system that is able to stop a fire already after seconds.

### Complexity is our profession

At the end, Bertram Vögele illustrates once again what complexity means in the daily routine for example with multinational clients. In most cases, the clients will require a particular product over a contractual period to be delivered several times in different volumes to manufacturing sites in quite different regions worldwide, precisely at the required time. „This is precisely the kind of complexity that we are trying to handle for them“, he adds. Therefore, it is indispensable to make sure that the procedures and processes are working flawlessly, so that the product gets there in time „And when a client has got an emergency and will need material rather quickly we are normally able to supply him within 48 hours.“

Complex requirements in a more complex world. “But we are definitely looking forward to it!”, says Bertram Vögele and is already on his way to his next conversation with a client. ■

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