

Naarden-Chiris—an expanded raw material source

Much has been reported on the major position that Naarden has acquired in the flavor and fragrance industry through the absorption of UOP Fragrances. The result has been one of the very biggest of the international companies in this industry.

What is not generally recognized is that this same combination has produced what is probably the broadest and most complete line of both natural and chemical materials for flavors and fragrances available from a single organization. The traditional background of Naarden chemical manufacturing together with the even older and more traditional position of Chiris in high quality natural materials provide a most interesting opportunity for the combined organization to capitalize on great strength in both segments of the field.

Flower extraction at Chiris, Grasse

The Naarden organization originated in 1905 with a glycerin distillation plant. From this it was but a short step to the distillation of flavor materials such as caraway seed oil that was produced in an area near the Naarden plant. This led the company into flavor materials and then into the full range of flavors.

As an adjunct to the flavor business, particularly beverage flavors, Naarden got into related chemicals such as stabilizers, antioxidants and preservatives.

Since most flavor materials have some use, however small, in fragrances, Naarden almost from the beginning also supplied the fragrance market. As the company developed greater resources and expertise in the development and manufacture of aroma chemicals, it became a very important source of standard and specialty chemicals for fragrances.

The move into perfume compounds did not take place until about 25 years ago. The de-



Aroma chemicals plant, Naarden, Holland

velopment of the perfume compound business paralleled a gradual move out of the general chemical business. Twenty five years ago flavors, fragrances, essential oils and aroma chemicals only represented about 50% of the volume for Naarden. At the present time, this percentage is over 80% and going up.

Of course, the acquisition of UOP Fragrances catapulted Naarden into the front rank of suppliers of perfume compounds.

As a result of this last move, Naarden acquired the Antoine Chiris organization and processing facilities in Grasse and the DeTrevise manufacturing unit at Meru, France, as well as the E.M.A. compounding and manufacturing operation in Imperia, Italy. While these companies, primarily involved in the processing of natural materials, are not by any means the largest operations in the industry, they do have a history and

tradition in the development of new and interesting materials and highest quality products.

The extensive processing and manufacturing units of Naarden now include:

An extensive aroma chemical manufacturing unit at the company headquarters in Naarden, Holland. This includes an extensive and varied chemical manufacturing unit as well as distillation equipment for natural materials both grown locally and imported for this purpose.

The natural material processing facilities of Antoine Chiris in Grasse, France. Over 100 years of experience and research in natural materials provides a wide variety of specialized natural materials and extracts and isolates from these materials for both flavor and fragrance use. A chemical plant is also at this location.

A chemical plant and distillation facilities near Barcelona, Spain. The main products are distilled essential oils of Spanish origin.

The DeTrevise natural materials processing unit in Meru, France. This is principally an extraction and distillation facility.

The distillation plant in Bombay, India. The unit is principally used for the extraction and distillation of spice materials including celery and cardamom.

A manufacturing unit is under construction in Indonesia in conjunction with the Indonesian government. This will distill and extract Indonesian materials such as patchouli and clove leaf to produce the essential oils as well as eugenol, isoeugenol and caryophyllene.

A chemical plant in Mexico that provides a limited range of perfume and flavor materials.

A chemical plant in Brazil.

The worldwide manufacturing of both natural and chemical materials is under the direction of Mr. Duijm. Mr. Nadelmann has moved from Naarden France to the Antoine Chiris organization in Grasse to act as liaison with the parent company. Dr. Provatoroff, the technical director of natural materials for Naarden Holland, is also located in Grasse.

The Naarden organization has made a positive decision to commit all of its technical and marketing resources to restoring the Chiris organization, in particular, to its former place as one of the premier suppliers of natural perfume and flavor materials.

The very interesting and unique combination of a strong historical position in aroma chemicals together with a very old and top quality processor of natural materials gives the Naarden organization an unparalleled range of products to use internally, as well as to market to the worldwide industry. For this reason, Naarden will be a most interesting source of new products and new ideas in both fragrances and flavors.