

Beiersdorf

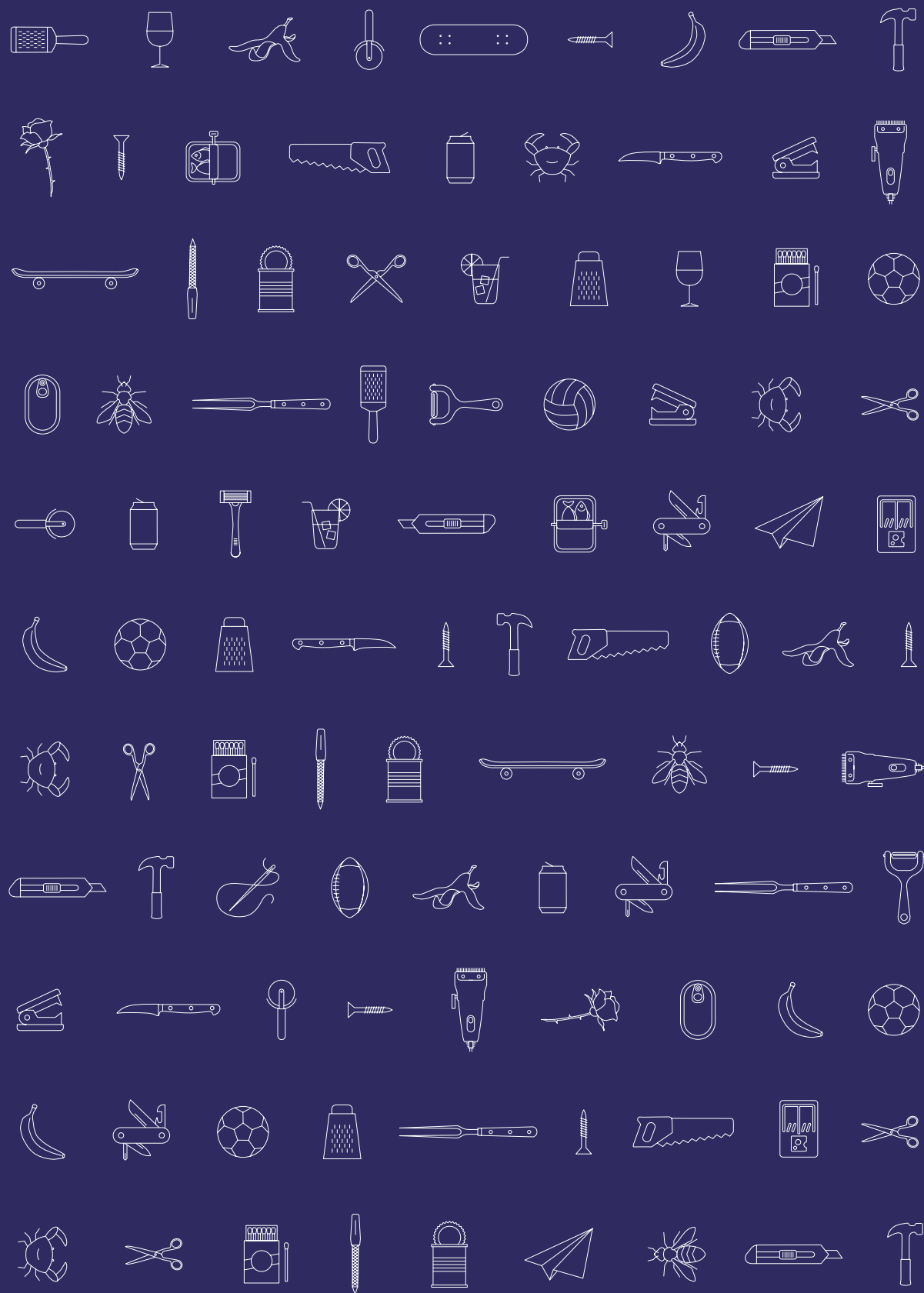
CHRONICLE

10



100 years
of Hansaplast

The revolution in wound care



Plasters made in Hamburg

Ongoing innovation is the key to success

Beiersdorf has a long tradition of expertise and experience when it comes to plasters and wound care. In 1882, company founder Paul C. Beiersdorf invented the “Guttapercha plaster.” For the first time ever, these innovative plasters allowed users to apply ointments to the skin in such a way that the medication could soak in over an extended period of time. However, they weren’t suitable for wound care. This gap was not filled until Hansaplast was launched some forty years later – an innovation that would prove to revolutionize the whole field of wound care.

Much is known about the next 100 years, but not everything. For example, nobody knows the exact origin of the name “Hansaplast.” We only know that it was first registered at the Imperial Patent Office as a brand name in 1913. At the time, it was not uncommon for brand names to be created and patented years or even decades before they were actually used; the name *tesa*, for example, was patented long before the product itself appeared on the market.

Following the initial market launch of Hansaplast in 1922, a continual stream of new developments has appeared on a regular basis – from the first stretch version with absorbent wound pad (“Hansaplast elastic”) in 1932, to a first waterproof version in 1953, to hypoallergenic plasters in 1968, to spray plasters in 1976. And the list of Hansaplast innovations continues to the present day, with Beiersdorf launching its first climate-neutralized plaster in 2022. **GREEN & PROTECT** plasters offer the same tried and trusted protective and healing properties, but are made of more sustainable materials. This example also illustrates how topical themes as well as big and little zeitgeist influences have shaped product innovations over the decades.

Join us on an exciting journey through 100 years of the history of our plasters!

Jederzeit hab' zur Hand
Hansaplast
Wund-Schnellverband

wirkt „hochbakterizid“

ORIGINAL
Beiersdorf
PFLASTER

QUE
HACE USTED
CUANDO
EL
INSTRUMENTO
SE RESBALA?
APLIQUE
SENCILLAMENTE
UNA
SOCORRITA

Hansaplast

más que
esterilizada
es
BACTERICIDA

Beiersdorf

ORIGINAL
Beiersdorf
PFLASTER

Hansaplast
WUND-SCHNELLVERBAND

Hansaplast
verklebt nicht
mit der Wunde

HELP
MET

Hansaplast

GRATIS
UW
RODE
KRUIS

Hansaplast
Schnellverband

Hansaplast
elastisch
(querelastisch)

Lang 4m
breit 8cm

P. Beiersdorf & Co. A.-G., Hamburg
Nr. 2665

Hansaplast
der perforierte Schnellverband
(antiseptisch)
für kleine Verletzungen

ORIGINAL
Beiersdorf
PFLASTER

Hansaplast
Wund-Schnellverband

Jederzeit hab zur Hand
Hansaplast
Wund-Schnellverband

wirkt
„hochbakterizid“

Hansaplast

hochbakterizid
blutstillend
heilungfördernd

**Wund-Schnellverband
für kleine Verletzungen**

VRAAG BINNEN....

Hansaplast

für kleine Verletzungen

Hansaplast
Schnellverband

stets gebrauchsfertig

Hansaplast

ein Beiersdorf Produkt

For minor injuries

Handyplast

ELASTIC WOUND PATCH
VENISIE ELASTICO PARA HERIDAS

Beiersdorf

Hansaplast
Wund-Schnellverband

blutstillend
keimtötend

Beiersdorf

viel richtiger... **Hansaplast**

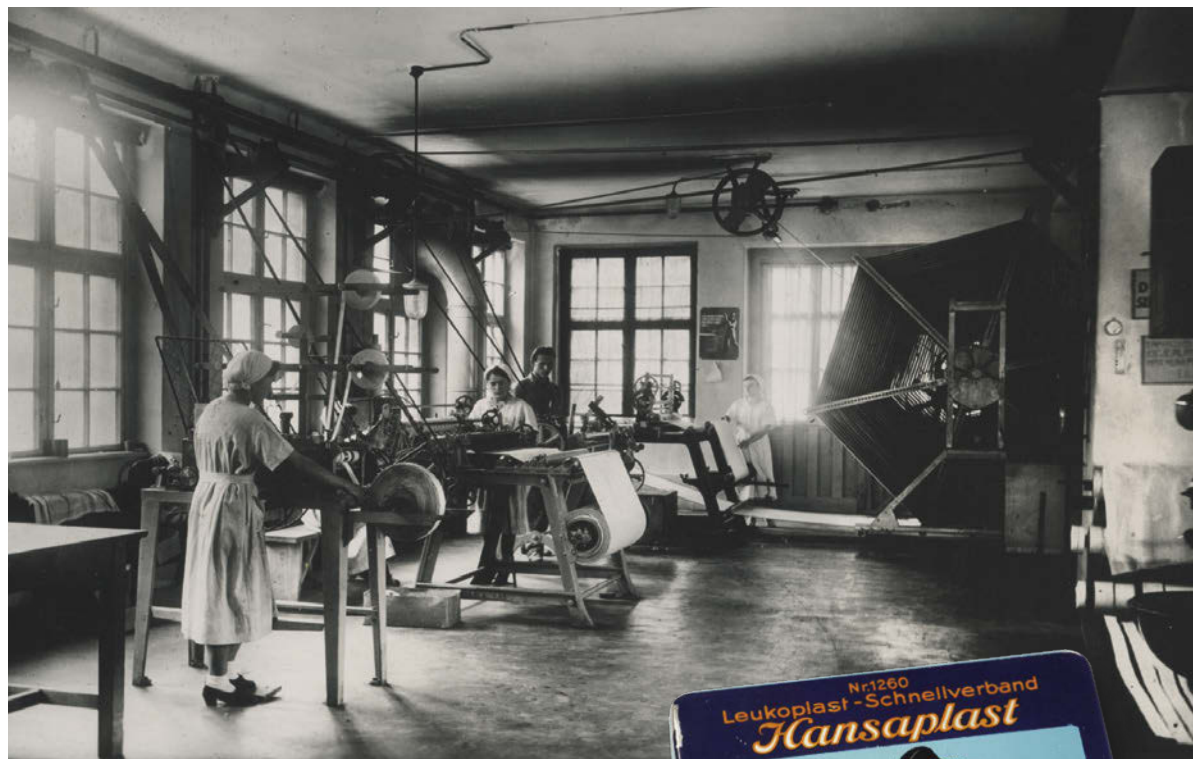
WUNDSCHNELLVERBAND



Wound care made easy

At the beginning of the 20th century, Beiersdorf's portfolio included two types of plaster. One included integrated ointments and was used for therapeutic purposes; the other, Leukoplast, was used to fix bandages in place. Hansaplast was launched in 1922 as a happy medium between these two extremes – it didn't contain any ointment, but it did include an absorbent wound pad. As a result, wounds could quickly be dressed anywhere and everywhere, and more hygienically than ever before. Revolutionary for the consumers of the day, this combination has proven to be a lasting commercial success for Beiersdorf.

Following the launch of Hansaplast in 1922, small injuries could be dressed any place, any time.



Top: Beiersdorf's plaster production in Hungary, 1930s.

Right: metal box for Hansaplast plasters, 1920s.



Text: Thorsten Finke / Daniel Wallburg

>> At the beginning of the 20th century, Beiersdorf was a “plaster company.” Most of the turnover was generated by plasters in a wide range of shapes and sizes, closely followed by the company’s Pebeco toothpaste, launched in 1905. At the time, the role played by cosmetic products was still negligible. Beiersdorf produced plasters with integrated ointments as well as adhesive Leukoplast strips to fix bandages in place. But it was the zinc oxide “Leukoplast” plasters dating from 1901 that proved most successful. By 1915, this product accounted for more than 26% of Beiersdorf’s turnover, not least on account of the war.

The range of plasters continued to grow, with more than 30 different types of plaster featuring in the 1914 price list. However, plasters as we know them today – with integrated absorbent wound pad – were not on this list at all. In 1913, Dr. Oscar Troplowitz registered and patented the catchy name “Hansaplast” with the Imperial Patent Office. Although we can’t know for sure whether he himself came up with the name, it’s clear his intent was to underscore the Hanseatic origin.

After registering the brand name, however, it was not until 1922 – a whole nine years later – that Beiersdorf’s most famous plasters actually appeared on pharmacy shelves. Developed as an upgrade to the Leukoplast plasters that had now been available for more than two decades, the new plasters featured



A small paper envelope containing the first Hansaplast plasters, 1922.

absorbent wound pads and were originally touted as “emergency plasters.” As such, they closed the gap between Beiersdorf’s original ointment plasters and the Leukoplast plasters.

Hansaplast was the first ever ointment-free plaster for wounds and small cuts. It enabled people to dress their own wounds without professional aid and without bandages or fixation plasters. As such, Hansaplast revolutionized wound care for smaller injuries and quickly advanced to become indispensable in every household.

BACKGROUND

Beiersdorf: plaster experts since 1882

The Beiersdorf success story began in Hamburg back in the early 1880s, when pharmacist Paul C. Beiersdorf met and decided to cooperate with dermatologist Dr. Paul Gerson Unna. In 1879, Dr. Unna had developed a procedure that involved soaking lint bandages in hot ointments. Meanwhile, in his pharmacy, Beiersdorf sold a new type of plaster that used rubber as the backing material. The two men combined these innovations to create the medicated Guttapercha plaster that they launched in 1882. We have Paul Beiersdorf to thank for replacing the conventional, resinous lead plasters of the day (which also triggered skin irritations) with rubber-based plasters. The men’s mission was to create one product that combined the lint, ointment, and plaster. In doing so, they aimed not only to ensure the medicinal extracts could soak into the skin as effectively as possible, but also to achieve the necessary level of adhesion without any side effects such as skin irritations. The mission proved successful, and on March 28, 1882, Paul Beiersdorf was awarded a patent for the “manufacture of coated plasters.” This date was to go down in history as the day on which the Beiersdorf company was born. Consumers received a product that could be stored for an indefinite period of time and then used straightforwardly on demand. There was no comparable plaster like this before.



Becoming a market leader

The first 60 years of Hansaplast were marked by numerous innovations in wound care. Alongside innovative new product ideas, the success of the brand was also driven by developments that reflected the zeitgeist – the launch of colorful children’s plasters in 1974, for example.

New developments followed hot on the heels of the first Hansaplast plasters in 1922. Catering to people’s need to always have an emergency plaster to hand, first sports and travel packs appeared on shop shelves in the mid 1920s. The next great innovation was elasticated plasters – a particularly useful invention that made it much easier to dress wounds on kinetic body areas such as hands and knees. In the 1930s, these elasticated emergency plasters were catapulted into public awareness by movie theater advertising.

During the Second World War, plasters were regarded as essential to the war effort, and Beiersdorf was required to deliver a large proportion of its production to the German armed forces. After the war, Beiersdorf continue to launch new innovations such as waterproof Hansaplast (1953) and Hansaplast strips (1960), the latter being individually-wrapped plastic plasters that were easier to use as well as less susceptible to dirt. In 1962, Hansaplast research made another decisive breakthrough:



thanks to a new absorbent wound pad made of rayon, the plasters no longer stuck to the wound. This considerably improved and accelerated the healing process. By using a polyacrylic adhesive, Beiersdorf was able in 1968 to launch a hypoallergenic plaster named “Hansavlies.” Later renamed “Hansapor,” this product formed the basis for a special range of plasters that began appearing in pharmacies from 1978 onwards and were aimed specifically at users with sensitive skin.

BACKGROUND

Reaching new target groups

Over the years, consumer wishes and expectations have grown increasingly diversified. This has enabled Beiersdorf to reach new target groups and markets. For example, the idea of targeting children as a special audience was first formed in the 1960s. Children have always been particularly injury-prone. So the idea was to create a plaster they would embrace as funny, pretty, and playful. The colorful Hansaplast strips launched in 1974 were a first step in this direction. Featuring dinosaurs and comic heroes, Hansaplast junior plasters reinforced wound care with a dash of psychological comfort.

Another target group that Beiersdorf aimed to reach was athletes. Early advertising spots from the 1930s highlighted their high risk of injury. Alongside products to treat sports injuries such as sprains, torn ligaments, and injuries to joints, the Hansaplast Sport range that was launched in 1993 also offers preventive products such as bandages and tapes that aim to help athletes avoid injuries in the first place.

In 2021, Beiersdorf launched its range of Hansaplast Sensitive plasters in different skin tones. In 2022, the company presented climate-neutralized plasters. These developments show how well the brand adapts to current consumer wishes and is thus able to reach new target groups.



1932



1943



1953



1960



1974



1976



Internationalization and standardization

As a direct result of the increasing globalization of markets, the need to standardize the brand became increasingly urgent in the 1990s. The first task was to standardize the brand name. This was closely followed by a need for consistent, distinctive presentation, a standardized logo with high recognition factor, and self-evident product names that would be understood across borders. As part of its relaunch in 1995, Beiersdorf established Hansaplast as its global umbrella brand name for all products. Over the following years, regional names such as Handyplast or Sanaplast were phased out in favor of the standardized brand designation, and product names across the world were aligned. Illustrations on the packaging helped consumers follow and recognize the name changes and see that the product itself was the same.

Initially, only Hansaplast was affected. At the time, Beiersdorf did not yet own the Elastoplast brand sold in the UK and other Commonwealth countries (they later acquired this brand from Smith & Nephew in the year 2000); nor did they acquire the CURITAS brand sold in Argentina and Mexico until 1996.

First steps to harmonize the three plaster brands were introduced in the early 2000s. The last big relaunch of Hansaplast, Elastoplast, and CURITAS

came in 2021. Although each retained its established name, changes were introduced to create simpler, more sustainable packaging and new brand logos. These changes, combined with improvements to the product portfolios, marked some of the biggest changes in the histories of the respective brands. All boxes now included simple pictures and words that describe the product, plus micro-embossed real-size product images. Clearly communicating the content, benefits, sizes, and safety aspects of the products aimed to help consumers on the shop floor make more informed choices.

Hansaplast's modified packaging was accompanied by the new brand logo. The former asymmetric red bow was replaced by a symmetrical design and harmonized across the brands (composition, image elements, typography).

Today, the standardized international brand family comprises more than 200 different plaster solutions and products, divided into five categories: wound care, feet, heat, sports, and noise protection. In addition to classic plasters, the portfolio features numerous specialist products, including sprays and ointments for comprehensive wound care, products for minimizing scars, compression plasters, blister plasters, ABC heat plasters, and sports tapes and bandages. Hansaplast products can be bought online as well as from retail stores and pharmacies.

BACKGROUND

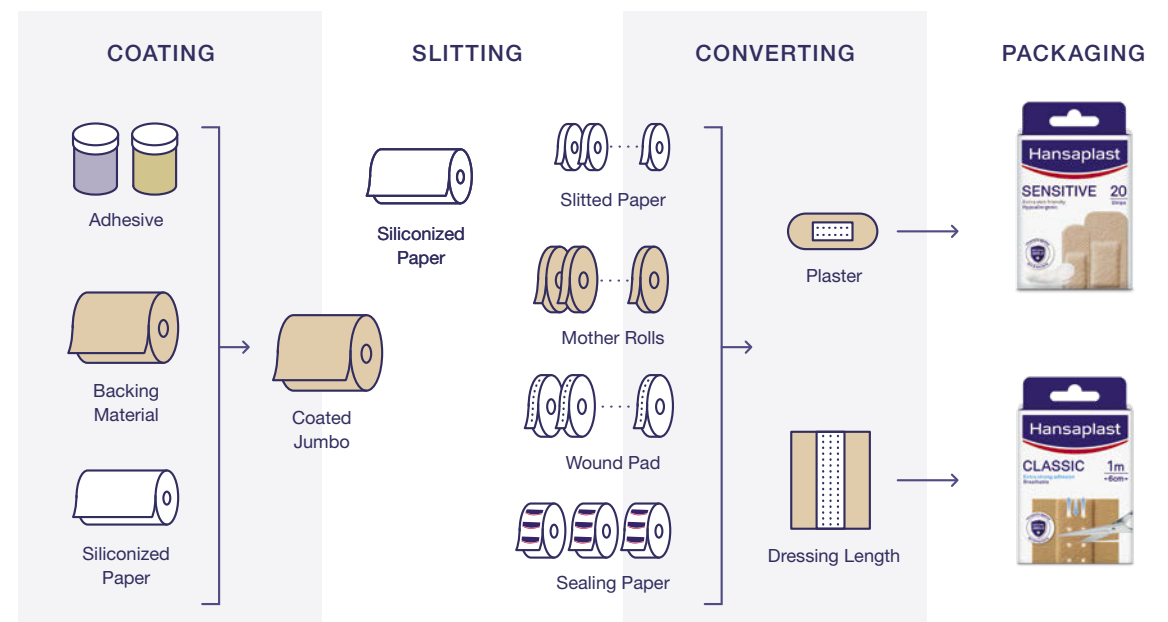
Production and sale of the plasters

When the Hansaplast brand was launched in 1922, virtually all products were manufactured in Hamburg. This continued for around 80 years. Various research & development centers are also located here, all dedicated to developing and upgrading the products. After the new production and logistics center opened in plant IV (Hamburg-Hausbruch) in 1971, plaster production was relocated from plant III (now Beiersdorf Manufacturing Hamburg) to the new site. Although the Beiersdorf strategy focuses on Hamburg, it has

always (ever since the 1920s!) included international production, primarily by its own subsidiaries. In 2022, the vast majority of plasters were produced in Argentina, Spain, and Malang, Indonesia.

Sales channels have also changed over the decades. Originally, Beiersdorf sold its products to pharmacies, doctor's offices, and hospitals. However, the company quickly began to seek direct contact to consumers. From the start, Hansaplast was designed as a quick, easy, do-it-yourself solution for domestic use. As such, it was only logical to sell it in drugstores, department stores, and grocery stores. Today, online stores play an increasingly important role in selling our products.

A plaster in the making



01 Coating: During the coating procedure, adhesive is applied to a jumbo-sized textile roll. Siliconized paper is deployed in order to store the roll. This is removed further along the production chain.

02 Slitting: In a second step, the jumbo roll is cut into smaller textile rolls.

03 Converting: During the assembly stage, the four basic materials that make up a plaster are

brought together: the textile backing material roll with the adhesive, the wound pad, a new sheet of silicon paper, and the sealing paper, that is in fact the envelope of the plaster. The plasters are also cut to size at this stage.

04 Packaging: In the final phase, the plasters are packaged into folding boxes, and larger units are prepared for shipping.



Hansaplast in the 21st century

By the beginning of the 21st century, Beiersdorf's Hansaplast ranked alongside Johnson & Johnson as global market leaders for plasters. They achieved this success not only with ultra-modern plasters that helped speed up the healing process, but also by offering targeted solutions for problems ranging from back pain to blisters. This applies not only to Hansaplast, but in equal measure to its affiliated brands Elastoplast and CURITAS. Today, in 2022, these three plaster brands are available in 65 countries around the world. Hansaplast is not only Germany's number one brand, but also market leader in at least seven further countries.

Its success is rooted partly in the fact that its products are so reliable, and partly in the brand's instinctive feel for the zeitgeist. In some cases, this can even include beauty ideals. At the turn of the millennium, for example, Hansaplast introduced its "Hansaplast Scar Reducer" plasters – the first plaster in the world that helps permanently minimize scars, whether fresh or old. More than twenty years later,

this product line remains as popular as the day it was launched. The most recent addition to the range was the XL plaster launched in 2019 for scars such as Caesarian section incisions.

In 2012, Hansaplast launched a particularly strong plaster in honor of the brand's 90th anniversary. Named "Extra Robust," this triple-layer plaster combines a robust and flexible material with a waterproof but breathable membrane and an extra-strong adhesive. These plasters can be used in demanding situations and reliably protect wounds against external influences such as water, dirt, and bacteria.

In 2017, Beiersdorf consolidated its plaster business in a single unit called Beiersdorf Healthcare. This in turn was assigned to the Pharmacy & Selective business division, which is also responsible for the Derma brands Aquaphor and Eucerin as well as the luxury brand La Prairie.

A year later, Hansaplast Routine was launched – a set consisting of a medicinal spray, ointment, and plaster. The "clean, protect, heal" approach was

introduced for all three plaster brands. The wound spray from this range has proven to be one of the most successful products of the last five years, with the increased focus on hygiene during the COVID-19 pandemic catapulting the spray into the top 20 list of wound care products.

In 2021, Beiersdorf revised its three brands and introduced the "Bacteria Shield," a label indicating that the product in question blocks 99% of dirt and bacteria. At the same time, the packaging became lighter in weight. Today, consumers expect sustainability and product performance to go hand in hand. For this reason, Hansaplast launched its first climate-neutralized plasters in 2022. GREEN & PROTECT plasters offer the same level of protection and the same healing benefits as their predecessors, but are made primarily of environmental-friendly materials.

Increasingly, zeitgeist issues are the key to success – particularly when imbedded into reliable products. Alongside society's number one focus on sustainability, this also applies to the brand philosophy. A brand purpose describes the raison d'être for a brand. Based on our long brand history, we defined this in 2021 as

*"We've got you covered.
For a life uninterrupted."*



GREEN & PROTECT represents yet another step forward for the three brands in the direction of sustainable wound care. These plasters combine environmentally friendly materials with Hansaplast's tried and trusted quality.

BACKGROUND

The brand purpose

Looking back over 100 years of Hansaplast's advertising history, it quickly becomes apparent that the brand purpose defined in 2021 ("We've got you covered. For a life uninterrupted.") has been Hansaplast's mission ever since the brand was first launched in 1922. Although the wording of the purpose was coined only recently, it's clearly permeated brand communication and images throughout each of the last ten decades. Not surprising, given that millions of minor injuries are sustained every year, according to data from the International Red Cross, and treating them quickly is the best way to protect the injured party from potential infections.

And that's exactly why Hansaplast, building on a hundred years of experience, is such a reliable partner for people the whole world over. From the start, the brand's mission has been to find better, safer, and simpler ways to dress deep wounds as well as small cuts and grazes – with a special focus on children. It's the best way to turn tears into smiles and worries into relieve. That's the "why" of our brand – it's mission, and at the same time, the basis for all Hansaplast's future product developments.

The past of the present

100 years of brand history go hand in hand with 100 years of innovation. In order to ensure an innovation stands the test of time and loses none of its actuality, it needs to be reviewed and adapted on an ongoing basis. Five examples from Hansaplast's product portfolio serve to show the success of this approach.

Many of the products in our range today have formed part of our portfolio for many decades. Some have been definitive for the entire brand. For example, Hansaplast strips were a single product when first launched in 1960. Today, they form an integral part of the overall Hansaplast plaster portfolio.

The only range in which they're not available is Hansaplast Classic, the successor of the original Hansaplast plaster. Waterproof Hansaplast plasters have formed a category of their own from the moment they were introduced. The idea had been around for some time but couldn't be implemented until the 1950s. Alongside today's Aqua Protect range, which is dedicated to protecting wounds against water, other plasters also include waterproof qualities.

Another example is children's plasters. Ever since these first appeared on the market, our aim has been to capture the zeitgeist and appeal to the taste of the young target group. The relatively simple, colorful pictures of the early days soon progressed to a cooperation with big brands such as Walt Disney so that the latest popular heroes could adorn each generation of children's plasters. As such, they represent a slice of cultural history – and today they're also available on versions for sensitive skin.

1930

01 Hansaplast Classic

Our classic. First launched in 1922, our original Hansaplast is still available as big strips that can be cut to size.



03 Hansaplast strips

Launched in 1960, strips made dressing wounds easier than ever before. A veritable innovation in its day, these are now the most popular version of Hansaplast.

1933



04 Hansaplast elastic

Hansaplast elastic plasters were launched in 1932 in order to protect our more kinetic body parts. Today, they number amongst the most successful products in Hansaplast's range.

1977



05 Hansaplast children's plasters

Colorful plasters were a novel idea in the 1970s. Today, iconic Disney heroes and other figures adorn Hansaplast's children's plasters.

1956



02 Hansaplast waterproof

Introduced in 1953, Hansaplast waterproof plasters can withstand hand-washing, showers, and baths. Today, this product is marketed under the name Aqua Protect.



Dressing wounds before the early 20th century

The history of wound care is as old as humanity itself. Cuts, grazes, and wounds are part and parcel of our daily lives. Cave paintings show simple bandages made of leaves and plant fibers.



~ 1650 BC

Advanced civilizations such as the Egyptians, Romans, and Greeks were well aware of the medicinal properties of plants and substances that helped to heal wounds. The Edwin Smith Papyrus (01) (approx. 1650 BC), which originated in the Middle Kingdom of Egypt, is regarded as the earliest surgical treatise on wounds.



01

10th century

In particular, it was the writings of Hippocrates (460–370 BC) – the “father of modern medicine” – that formed the basis for medical studies from the late 10th century onwards, when students were first able to enroll at the Schola Medica Salernitana (02). The nine-year apprenticeship included basic training on dressing and treating wounds.



02

Over the centuries, countless new insights have been gained in this field, but the way that minor wounds are dressed has remained virtually unchanged. The blood flow must be staunched with cloths and clean absorbent pads so that the healing process can then begin. Different accessories are required for this purpose: absorbent pads, generally a clean piece of fabric or a cloth, and a bandage to fix the absorbent pad in place. Due to the different props required, people may not always be able to dress their own wounds in this way.

The introduction of the first self-adhesive plasters simplified the process to a considerable degree, but early adhesives (generally resins and fats) irritated the skin and thus proved counterproductive.



03

1882

This problem was not resolved until Paul C. Beiersdorf invented the first coated plaster in 1882 (03) – which, however, was not originally designed to treat cuts and grazes. It was not developed further into the modern plaster until 40 years later, when Hansaplast came onto the market in 1922.

IMPRINT

Publisher:
Beiersdorf AG
Corporate Communications
Corporate & Brand History
Unnastraße 48
20245 Hamburg

history@beiersdorf.com

All the stories, information, and pictures in this issue are taken from the Beiersdorf Group’s historical archive, which houses documents and files on the company’s history as well as an extensive collection of products, advertising campaigns, photos, videos, and objects. The historical archive forms the company’s collective memory and regularly publishes the most interesting anecdotes in this series.

Editorial and text:
Thorsten Finke, Daniel Wallburg

Concept und creation:
Factor, Hamburg

Print:
Beisner Druck GmbH & Co. KG, Buchholz i. d. N.

Image credits:
Images 01 and 02 on page 18 are public domain images.
All other images: Beiersdorf AG,
Corporate & Brand History Archive

Illustrations:
Gregory Gilbert-Lodge, Zurich

© 2022 Beiersdorf AG, Hamburg
FOR INTERNAL USE ONLY
All rights reserved.

Printed on FSC®-certified paper.

