

Beiersdorf

CHRONICLE

11



Goodbye, Unnastrasse!

*Our headquarters
through the decades*

Decades of change

Beiersdorf in Eimsbüttel

It all began back in 1892 when the new owner of the company, Dr. Oscar Troplowitz, moved P. Beiersdorf & Co. – complete with ten employees – from Altona to Eimsbüttel. Troplowitz and his wife moved into a brand-new villa and built the first factory directly to its rear.

More than 130 years later, in the summer of 2023, Beiersdorf is moving from its premises on Unnastrasse to new headquarters on Beiersdorfstrasse. In addition to many positive events, generations of Beiersdorfers have also had to cope with some major crises and even wars over the decades. Yet even in the face of adversity, their innovative ideas and unbroken commitment have grown the company into a successful global player with brands such as

NIVEA, Eucerin, La Prairie, and tesa. The company Paul Carl Beiersdorf founded in his pharmacy in 1882 has evolved here from a neighborhood start-up to a global player. Initially, turnover was generated mainly by medical plasters; later, other brands and products gradually took center stage. Beiersdorf became more diverse – thanks to its employees. Together they influenced the company's history and left their stamp on the buildings. Careers were born and shaped here, from apprentice through to CEO.

Our move to the new Beiersdorf campus marks the end of an era. What's more, it provides a welcome opportunity to commemorate the vibrant history of Unnastrasse and the Beiersdorf buildings.

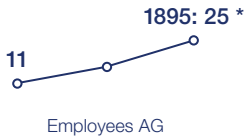


The 1890s

Leaving Altona to build a lab on company land in Eimsbüttel

The story of Beiersdorf in Eimsbüttel began with a topping out ceremony on Lockstedter Weg (later Eidelstedter Weg, now Unnastrasse) on October 1, 1892. At the time, Hamburg was in the grip of a cholera epidemic resulting in some 8,000 deaths; nonetheless, Oscar Tropolwitz was able to complete both his residential building and the neighboring factory. In 1893 he relocated the company from its rented premises on Oelckersallee in Altona to the company-owned Plant 1 in Eimsbüttel.

Before long, new production halls and a warehouse were added to the factory on the 1,100 m² plot of land. By the turn of the century, the company employed 47 people and was beginning to forge first contacts with the USA and numerous European countries. At the time, Beiersdorf products – mainly plasters, soap, and toothpaste – were still being distributed via horse and cart. Technological progress was limited to the installation of telephones in the counting houses in 1898 (to speed up order processing) and a steam generator to power the production machines.



* The data for the following years is unknown. Turnover figures for this decade are not known.

BUILDINGS



Our start in Eimsbüttel: topping out ceremony for the Tropolwitz residence, 1892



The Beiersdorf factory in 1899



Residential building and factory, around 1897

PEOPLE



Portrait of Dr. Oscar Tropolwitz, 1906



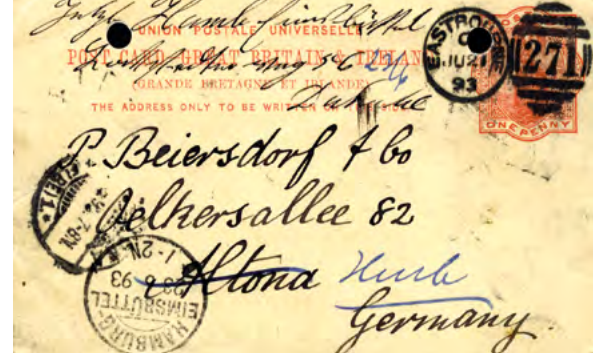
Left: Tropolwitz and his workforce in 1898
Above: Employees in the counting house, 1898

STORIES



Goods are delivered by the first horses and carts at Beiersdorf, 1897

Altona was yesterday: a postcard from Great Britain is redirected to the new address, 1893



The 1900s

Growth at the new site, technological progress, and new brands

As the new century dawned, the company continued to grow. Troplowitz acquired two additional plots of land extending to a total of 3,600 m² on what is now Unnastrasse. A new plaster workshop, boiler house, and loading ramp were built to streamline the production and transport of the company's products. Beginning 1906, the company began to transport goods by car. Little by little, cars replaced the horses and carts and a garage was built for them in the factory courtyard.

Beiersdorf products were given brand names which Oscar Troplowitz duly registered as trademarks. Here, Troplowitz's brother-in-law and fellow partner Dr. Otto Hanns Mankiewicz played an active role, registering new brands such as Leukoplast (1901), Pebeco (1905), and Labello (1909) with the newly founded German Trade Mark Association. In the laboratories, staff worked hard to develop innovative solutions for plasters and toiletries which were then produced in the factory. Employees in the company's on-site print shop drew up price lists and designed poster ads. By the end of the decade, more than 200 men and women were working at Beiersdorf.

BUILDINGS



PEOPLE



Chemist and authorized signatory in the Beiersdorf laboratory, 1908

STORIES



Employees AG



Total turnover (in marks)



Left: Courtyard with loading ramp for deliveries
Above: Building the ramp; both photos from 1909



P. Beiersdorf & Co., Chemische Fabrik, Hamburg. Teilansicht

Residential building and factory on what is now Unnastrasse, 1908



Workers in the Beiersdorf print shop, 1900

First overseas office, London, 1906



Left: The first cars in the company fleet, 1906
Below: Market launch of Labello, 1909



The 1910s

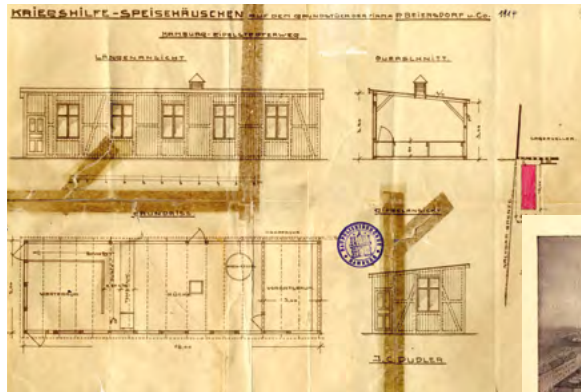
NIVEA Creme, World War I, scarce resources – and three significant deaths

In the 1910s, a large portion of Beiersdorf's turnover was generated by Leukoplast and Pebeco. The introduction of NIVEA Creme in 1911, however, marked the beginning of a shift to cosmetic products. To cater to the new focus, the company built an Eucerit production hall and extended its cosmetics lab. Then World War I broke out – and hit Beiersdorf hard. Raw materials were hard to come by, and many employees were either drafted or left voluntarily to join the front. Beiersdorf recruited women en masse to fill the gaps.

The company canteen – originally built for the employees in 1912 – now opened its doors to feed hungry locals who were malnourished on account of food shortages. With metal subject to strict rationing, the metal workshop struggled to find sufficient materials for its tins and tubes production.

Then, in 1918, Oscar Tropolowitz died suddenly and unexpectedly. Within the space of two years, his brother-in-law and wife also died – and by 1920, Beiersdorf faced an uncertain future.

BUILDINGS



Left: Interior of the laboratory
Above: Floor plan of the war relief kitchen, both photos dating from 1914



View of the factory, 1915

PEOPLE



A sign of solidarity: the Beiersdorf war relief kitchen opens to the neighborhood, around 1917
Left: The Beiersdorf metalworking shop, 1917

Where the plasters are produced: the Guttaplast department, 1914



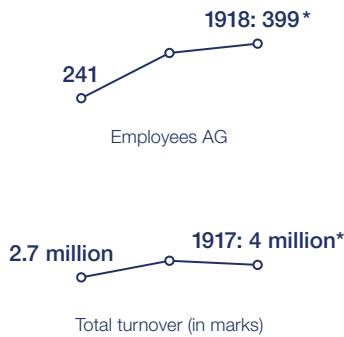
STORIES



Left: German soldiers confiscate a Beiersdorf car for war purposes, 1914



Center: NIVEA Creme is launched, 1911
Right: Medical Guttaplast plasters, 1914



* The data for the following years is unknown.

The 1920s

A joint-stock company is founded; the company grows nationally and internationally

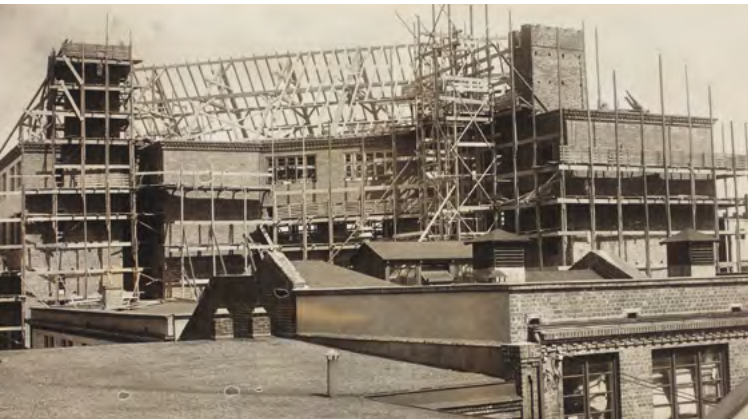
The deaths of Oscar and Gertrud Troplowitz and co-owner Otto Hanns Mankiewicz left a huge leadership vacuum until 1922, when Beiersdorf was converted into a joint-stock company. The first CEO was Dr. Willy Jacobsohn. The company site on Eidelstedter Weg, as Unnastrasse was then called, buzzed with new construction work; new production buildings were erected on Quickbornstraße in 1925 and 1928 and inaugurated by the entire executive board.

After the war, international business began to flourish once again. Pharmacists and doctors from all around the world visited the factory to find out more about its new products. Business success rested largely on new products such as the new Hansaplast plasters as well as on the repositioning and expansion of the NIVEA range. Although this decade is often referred to as the "Golden Twenties," it was fraught with a succession of crises, from hyperinflation to street fights to the beginning of the Great Depression.

BUILDINGS



This oil painting clearly shows the rapid development of Plant 1 on today's Unnastrasse, 1924



Construction work continues at a frenzied rate: the new factory is built on Quickbornstraße, around 1928

PEOPLE

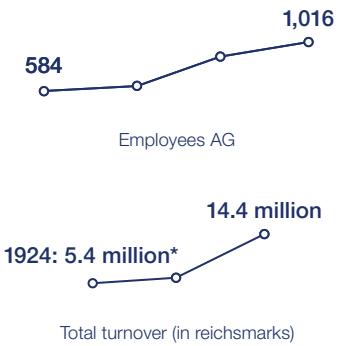


Topping out ceremony for the factory building, 1928



American pharmacists attend a conference on the premises of Plant 1, 1925

STORIES



* The data for the following years is unknown.



April fool: a rumor was spread that a wellspring of peppermint oil, perfect for Pebeco toothpaste, had been discovered in the courtyard of Plant 1, 1925



Left: Beiersdorf becomes a joint-stock company in 1922 with Dr. Willy Jacobsohn as its first CEO
Above: Hansaplast was launched the same year

The 1930s

*New office building; the CEO resigns; National Socialism and World War II**

By the early 1930s, Germany was in the grip of the Great Depression. During this difficult time, Beiersdorf celebrated its fiftieth anniversary. In 1933, the Nazis forced all Jewish members of executive and supervisory boards to resign. The new offices on Unnastrasse (now Building 101) were completed within the space of just one year in 1936. In 1938, Beiersdorf opened a kindergarten in one of the residential buildings on Eidelstedter Weg. From 1933 on, Beiersdorf was stigmatized as a “Jewish company.” Yet despite the threat of National Socialism and relentless hostility from the competition, business continued to flourish through the 1930s. The NIVEA brand was particularly successful; by 1936, it accounted for more than half of the company’s turnover. When World War II broke out, Beiersdorf was forced to focus on producing plasters and bandages, mainly for the German Wehrmacht.

* For further reading, please refer to the imprint.

BUILDINGS



Left: Before the war, the factory site was surrounded by residential buildings, 1931
Above: New offices are built on Unnastrasse, 1935



Street view of the new building, 1939

PEOPLE



Left: The new executive board. Jewish members of the old board were forced to resign on account of the political situation, 1933



Staff gather in the courtyard to celebrate the company’s 50th anniversary, 1932



Tube production, 1935

STORIES



The competition calls on consumers to boycott Beiersdorf products, 1933



Left: The Beiersdorf kindergarten, 1938



A tradition that began in the 1930s: family tables in the canteen, 1937

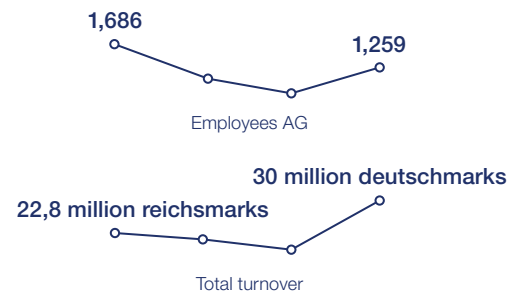
The 1940s

*The reign of National Socialism, World War II, destruction and confiscation – Beiersdorf’s hardest decade**

The first half of the 1940s was dominated by the reign of National Socialism, which heavily impacted the company. More than 20 percent of the company’s employees were drafted in 1940 and many more over the next few years. During the war years, it was women who kept the company going, joined from 1942 on by prisoners of war and others who were assigned to Beiersdorf under Germany’s forced labor policy. In 1943, the Beiersdorf office building was bombed during an air raid. Sixty percent of the buildings on Plant 1 were damaged, some badly and two female workers died.

In May 1945, British troops entered the city and temporarily confiscated the office building. The war was finally over. Overseas, the brand rights to NIVEA were deemed by many countries as “enemy property” and confiscated accordingly. In 1948, Eidelstedter Weg was renamed Unnastrasse in honor of the dermatologist Paul Gerson Unna, a former scientific adviser of Paul C. Beiersdorf and Oscar Troplowitz. With the currency reform, production recommenced and the company slowly but surely returned to normal.

* For further reading, please refer to the imprint.



BUILDINGS



Pictures of destruction
Left: The factory on Quickbornstraße before the aerial bombing of Hamburg
Above/right: Afterwards;
all pictures 1943



PEOPLE



The statistics and warehouse control department, 1941



Symbols of the period between 1933 and 1945: the swastika and Nazi salute. Speech at a company outing, 1935

STORIES



Brandnames were forbidden in Germany from 1943 to 1945 on account of shortages and quality issues, 1943



After the terrors of the war, company outings must have felt surreal; both photos date from 1949



The 1950s

Reconstruction, innovation, and the “Wirtschaftswunder”

The 1950s were marked by reconstruction work, new products, and the German “Wirtschaftswunder.” The distinctive “round corner” at the intersection between Unnastrasse and Quickbornstrasse was built in 1954. The ravages of World War II were still very evident, with the cityscape punctuated by gaps. New product lines such as pH5 Eucerin, 8x4, and arix were developed to compensate for the international loss of the NIVEA brand rights. With production up and running again, Unnastrasse was a hive of activity. Staff in the laboratory were busy developing and testing new products to meet the rising demand.

Beginning 1950, NIVEA was produced in the newly constructed Building O (later the company canteen). The fire station on Quickbornstraße, which was severely damaged in the war, was used until 1955 as a makeshift production hall. In 1958, it was demolished to make way for new production buildings (now a gym). The annual company outings – to which the entire workforce was invited – were a highlight of the summer for many of the employees. Most years, they consisted of a boat trip up the Elbe to a restaurant.



BUILDINGS



PEOPLE



STORIES

Der Name **NIVEA** ist zu einem feststehenden Begriff naturgemäßer Körperpflege geworden. Haben Sie Vertrauen zu allem, was aus dem Hause Beiersdorf kommt! Sie werden mit jedem einzelnen Erzeugnis stets eine Spitzenleistung auf dem Gebiet moderner kosmetischer und pharmazeutischer Forschung verwenden.

Beiersdorf HAMBURG
bemüht sich seit vielen Jahrzehnten durch ernsthafte wissenschaftliche Forschung der Körperpflege und Gesundheit des Menschen zu dienen.



The distinctive “round corner” is built: courtyard, street view, and aerial view, all from 1954



Left page from above: The former main entrance to the site, Unnastrasse 1950

A glimpse into the research lab on Plant 1: in the 1950s, all energies were focused on developing new products and brands, picture dating from 1951

Ad showing the facade and former main entrance, 1950



Society quickly returned to normality in the 1950s: company outing, 1954



An employee operates the soap cutter, 1950s



Market launch of pH5 Eucerin and 8x4 in 1950 and 1951



The 1960s

Technological progress and new workplaces

Architecturally, little changed on Unnastrasse in the 1960s. The company clock sounded the end of the working day for all employees not working shifts. Any employees who left the site later had to report to their superior. New technology began to seep into the company. For example, large computers were installed for payroll accounting. Filling multiple rooms, they mastered a task that can now be performed by a pocket calculator.

In the 1960s, Beiersdorf also created elegant, light-flooded open-plan offices on Unnastrasse to reflect the new world of work. In the main typing pool, audio typists handled correspondence centrally from cassette tapes (and even gramophone records!). The mail room, by contrast, still operated on more traditional lines.

When NIVEA Milk was launched in 1963, it was the first NIVEA body care product to hit shop shelves. It proved to be a lasting success – not only in Germany, but also internationally. NIVEA Milk was bottled on Unnastrasse.

BUILDINGS



End of shift! A view of the courtyard on Quickbornstraße, 1968

PEOPLE



The era of computers dawns in Beiersdorf: the computer room, 1963



Employees at their workplaces in the mail room, 1967

STORIES



Left: Important letters were penned here: the main typing pool for Plant 1, 1967



Production of the new NIVEA product, NIVEA Milk. Right: Advertising campaign in Greece, both photos 1963



The 1970s

Introduction of divisional structure, expansion of R&D

During the 1970s, foundations were laid in Plant 1 for what would later be the new extension and office building. The residences on Unnastrasse, latterly in use as extra offices, were demolished in 1973 to create space on the site. The main entrance is located at what was later the entrance on Unnastrasse.

To mark its new divisional structure, Beiersdorf launched a new logo containing dots to reference each of the four divisions (cosmed, medical, tesa, and pharma).

The company canteen, which is still located in Building A (101), was extremely well frequented, keeping the kitchen staff very busy. A company doctor offered flu vaccinations and other checkups as the company continued to expand its health-care services. With the completion of the new R&D building on the Troplowitzstrasse, the laboratories on Unnastrasse gradually disappeared.

BUILDINGS



Left: Aerial view of Plants 1, 3 (Troplowitzstrasse) and 5 (Wiesingerweg), 1970



These three houses were demolished in 1972 to make space for the "Banana" (new main entrance) which would be built in 1989



Entrance Unnastrasse, around 1970

PEOPLE



As important then as now: the company doctor, 1979



The kitchen team in the canteen, 1975

STORIES



Left: A new logo for Beiersdorf. The first corporate design manual, 1978



Below: Advertising campaigns for the company's biggest brands from 1971 to 1976

The 1980s

New architectural design, a change of management, and a strategic repositioning

Unnastrasse is given a makeover: in the 1980s, extensive renovation work was carried out on Building O (113), which had been in use since the 1950s. It was now to house the new canteen as well as modern conference rooms. Buildings B and C from the Tropowitz era were demolished to make space for the new office building with its characteristic curved facade. The “Banana” connected the old office building, Building A (101), with the newly constructed building. Thanks to its open architecture, this became a gathering place for Plant 1. Colleagues met to chat here in the foyer or in front of the lifts.

Nor was the new executive suite on the fifth floor immune to change: in 1989, Hans-Otto Wöbcke took over from Dr. Hellmut Kruse as the new CEO. Later the same year, Georg W. Claussen was appointed honorary chairman of the company. Under the new management, the company embarked on a phase of strategic repositioning that began in the late 1980s. The main focus was now on skin care, wound care, and adhesives technology.

BUILDINGS



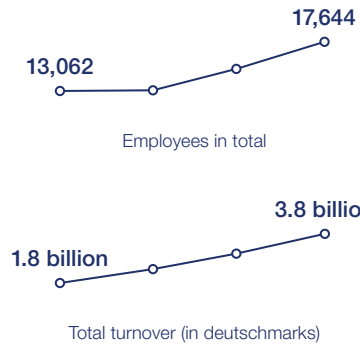
PEOPLE



STORIES

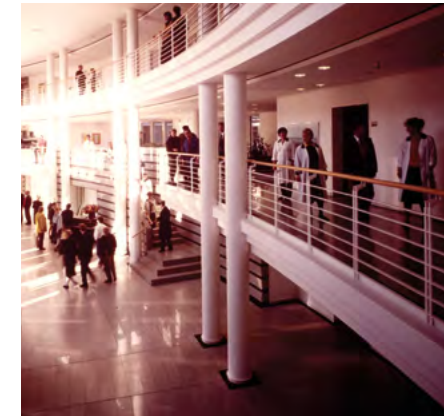


Strategic repositioning: pharmaceutical products are now a thing of the past with the new focus on skin care, wound care, and adhesives technology, 1989



Left page, top: The second landmark of Plant 1 – in addition to the round corner – was completed in 1989. The new building and main entrance quickly acquired the nickname “Banana” on account of its shape

Left page, center: Three generations of CEOs who shaped the company for 37 years: Hans-Otto Wöbcke, Dr. Hellmut Kruse, and Georg W. Claussen, 1989



The new building is a great place to mingle, the new canteen a great place to eat – both photos dating from the 1980s



Left: No more makeshift solutions: the new canteen is built in 1985
Right: In 1982, the bunker in Unnastrasse was transformed purely externally into the Mühlenstraße pharmacy of 1882, where Paul Beiersdorf revolutionized medical plasters

Consumer expectations and demands rose heavily in the 1980s. Beiersdorf responded accordingly and launched numerous new brands and products over the course of this decade



The 1990s

A new coffee shop, a new multi-story parking garage, and the expansion of the La Prairie brand portfolio

In addition to the new office building on Unnastrasse, Beiersdorf employees were in for another treat this decade – in 1990, a new building was erected in the courtyard. Now called the Coffee Shop, it was originally referred to simply as the “kiosk.” Featuring a green roof and a landscaped pond, it has been a place where employees meet to relax or socialize. The location was also historically symbolic as the site where Oscar Trowitz opened his first factory building nearly a hundred years previously. The addition of the La Prairie brand to the company portfolio in 1991 introduced Beiersdorf consumers to the luxury segment. In 1999, the company demolished the old boiler house and chimney dating from 1954 to build the new multi-story parking garage on Quickbornstraße.

The formation of the EU in 1992 finally enabled the company to complete its repurchase of the NIVEA brand rights. Beginning with Great Britain and the Commonwealth in 1992, the process continued for five more years before the final rights were repurchased from Poland in 1997.



Employees in total



Total turnover (in deutschmarks)

BUILDINGS



PEOPLE



STORIES



Generations of employees entered Plant 1 here for more than thirty years, 1990



Not long after the entrance was rebuilt, the company turned its attention to the inner courtyard (with a kiosk in a landscaped area), 1990
Above: Aerial view, 1999

It's a wrap: reacquisition of the NIVEA trademark rights in Great Britain and the Commonwealth, 1992



Long discussions and lots of decisions: with the fall of the iron curtain and formation of the EU, new markets opened up, 1992

Research, marketing, and repurchasing the brand rights pays off: in the 1990s, NIVEA advanced to become the leading global brand for skin care. Its global “Blue Harmony” advertising campaign was a great success; left page: 1992, right: 1998



The acquisition of La Prairie elevated Beiersdorf to the luxury beauty product league, 1991

The 2000s

From the threat to independence to the 125th anniversary to joining the DAX

The first decade of the new millennium was a turbulent time for Beiersdorf. The company's fortunes yo-yoed constantly – rather like the paternoster that's been operating in Building 116 for more than 50 years. First, employees feared for their futures when Allianz decided to sell its majority share. One potential buyer was a major American brand company – but this would have endangered Beiersdorf's independence.

Finally, in October, there was a happy end to the story when Tchibo Holding AG (now maxingvest) stepped forward as a new majority shareholder. The future was safe! To further safeguard its future, Beiersdorf recruits a large number of apprentices every year. In the summer of 2007 the company celebrated its 125th anniversary with a large party in Congress Center Hamburg. Once again, honorary chairman Georg W. Claussen – as at all anniversary celebrations for the past fifty years – delivered a moving speech. And to crown it all, in 2008, Beiersdorf moved into the DAX league – the German stock market index for Germany's biggest market players.

BUILDINGS



Left: The site and buildings look like a flat iron, 2004

PEOPLE



Plant 1 shapes and is shaped by generations of apprentices, 2005

STORIES



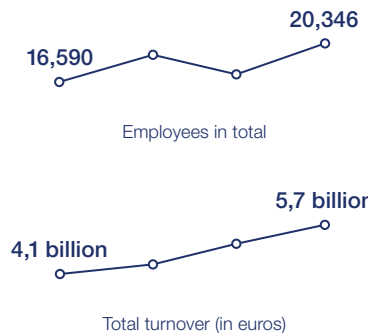
Left: Beiersdorf is listed on the German DAX stock exchange index, 2008



Coming or going? This attraction in Plant 1 provides a fun moment for guests and new employees. One of the few remaining paternosters in Germany, it celebrated its 50th birthday in 2004

A life dedicated to the company: former CEO Georg W. Claussen delivering speeches to mark the 75th, 100th, and 125th anniversaries of Beiersdorf, 1957, 1982, 2007

For Beiersdorf the heart-stopper of the decade: following a long battle for the Allianz shares, Beiersdorf AG celebrated a happy ending in October when Tchibo Holding AG increased its shares from 30.3 to 49.9% and thus became the majority shareholder of Beiersdorf. This move prevented the company from being sold to a competitor, 2003

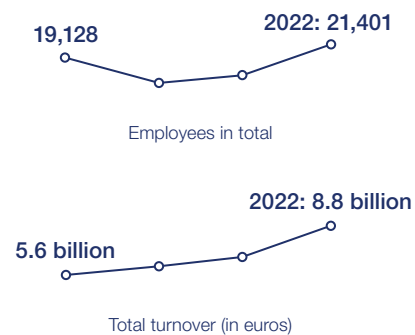


The 2010s and 2020s

The end of an era: NIVEA turns 100 and Beiersdorf says goodbye to Unnastrasse

The 2010s begin with a lavish jubilee: in 2011, NIVEA Creme celebrated its 100th birthday with parties around the world. In 2015, colleagues from the tesa division moved to their new premises in Norderstedt, and life grew quieter in the building on Unnastrasse. Two years later, Stefan F. Heidenreich, together with city mayor Olaf Scholz, announced plans for the new Beiersdorf campus. At the same time, Beiersdorf was unexpectedly targeted by a cyberattack that brought down the IT systems.

When the COVID-19 pandemic struck in March 2020, the site grew quieter than ever, with staff working from home for several months. However, this also helped to establish a hybrid work policy in the company. Supported by the company doctor, Beiersdorf opened a COVID vaccination center for employees and local residents that would go on to serve more than 10,000 people. When Ukrainian refugees began flooding into Germany in 2022, Beiersdorf erected a shelter in record time in their unused offices on Quickbornstrasse. The days are numbered for employees on Unnastrasse. In the summer of 2023, they'll be relocating to the new campus. Goodbye, Unnastrasse!



BUILDINGS



PEOPLE



STORIES



In 2011, NIVEA celebrated its 100th birthday. Generations of employees at the Beiersdorf sites have left their stamp on the history of the brand over the years



Left page: A vaccination center was set up in Building 118 (entrance: Quickbornstraße) in 2021 to protect employees against COVID-19, Photo left, 2015. Center: 2021



View of Buildings 131, 101, and the Coffee Shop, 2015

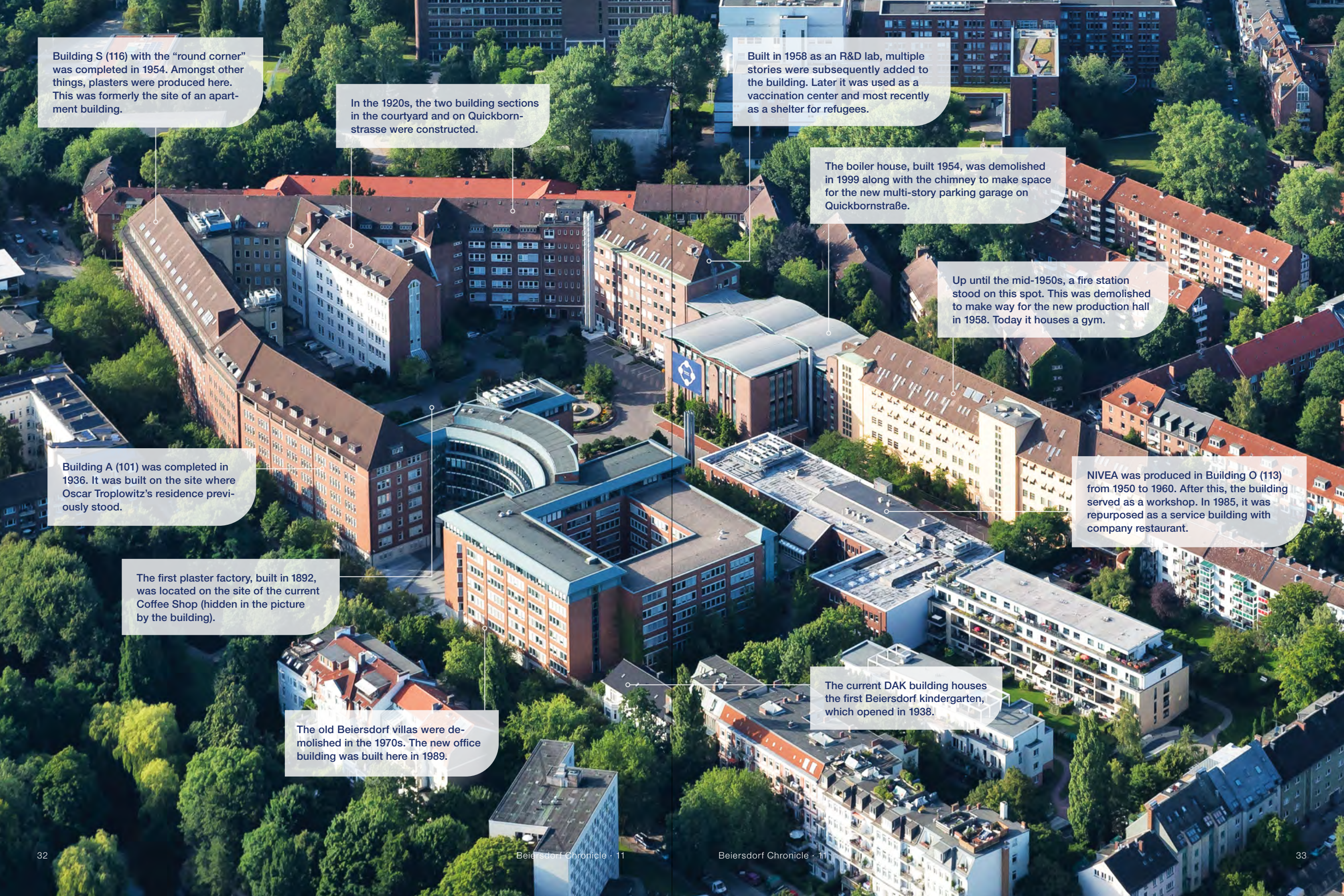
Nobody who worked here at the time will ever forget this period: COVID-19 vaccinations, 2021



Never was the courtyard livelier than at the summer parties – a tradition that was established in the middle of the 2010s, 2019



The new campus symbolizes our commitment to our roots, the dawn of a new age for us, and the end of Plant 1 after 131 years. It will be a home and base for generations of employees to come, 2021



Building S (116) with the “round corner” was completed in 1954. Amongst other things, plasters were produced here. This was formerly the site of an apartment building.

In the 1920s, the two building sections in the courtyard and on Quickbornstrasse were constructed.

Built in 1958 as an R&D lab, multiple stories were subsequently added to the building. Later it was used as a vaccination center and most recently as a shelter for refugees.

The boiler house, built 1954, was demolished in 1999 along with the chimney to make space for the new multi-story parking garage on Quickbornstraße.

Up until the mid-1950s, a fire station stood on this spot. This was demolished to make way for the new production hall in 1958. Today it houses a gym.

Building A (101) was completed in 1936. It was built on the site where Oscar Troplowitz’s residence previously stood.

NIVEA was produced in Building O (113) from 1950 to 1960. After this, the building served as a workshop. In 1985, it was repurposed as a service building with company restaurant.

The first plaster factory, built in 1892, was located on the site of the current Coffee Shop (hidden in the picture by the building).

The current DAK building houses the first Beiersdorf kindergarten, which opened in 1938.

The old Beiersdorf villas were demolished in the 1970s. The new office building was built here in 1989.

Vincent Warnery
CEO of Beiersdorf AG



Dear Beiersdorfers,

This edition is dedicated to a site that has a special significance for many of us, including myself – the company headquarters on Unnastraße. This is the site to which Dr. Oscar Troplowitz relocated our company from Altona in 1892.

For more than 130 years, generations of Beiersdorf employees have enjoyed a close bond with this site. It's not only shaped our company as a whole, but also each and every one of us as individuals, providing a framework for our careers to blossom and affording us countless opportunities. Like the generations before us, we've left our own stamp on the site, adapted to the zeitgeist and filled the buildings with vibrant life. Everything flowed, new things were created and defunct things demolished – both figuratively and literally. Again and again.

To be successful, you have to continuously redefine yourself. It's this ability to adjust again and again that enables us now to say goodbye to our old site and move with hearts full of optimism to our new headquarters – a new home for Beiersdorf, for people, for ideas, and for product innovations.

In 2023, we say goodbye to Plant 1. But we'll be taking with us the memories and the lessons learned. It's not the end of an era – it's the dawn of a new day. I look forward to shaping the future together with you!

Vincent Warnery

A handwritten signature in blue ink, appearing to read 'Warnery', written over a horizontal line.

IMPRINT

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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.

*** The issues that dominated these decades are too complex and sensitive to handle adequately in a chronicle format. For an in-depth study of the period, please read the publication by Prof. Alfred Reckendrees: Beiersdorf. The Company behind the Brands NIVEA, tesa, Hansaplast & Co, Munich 2018.**

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