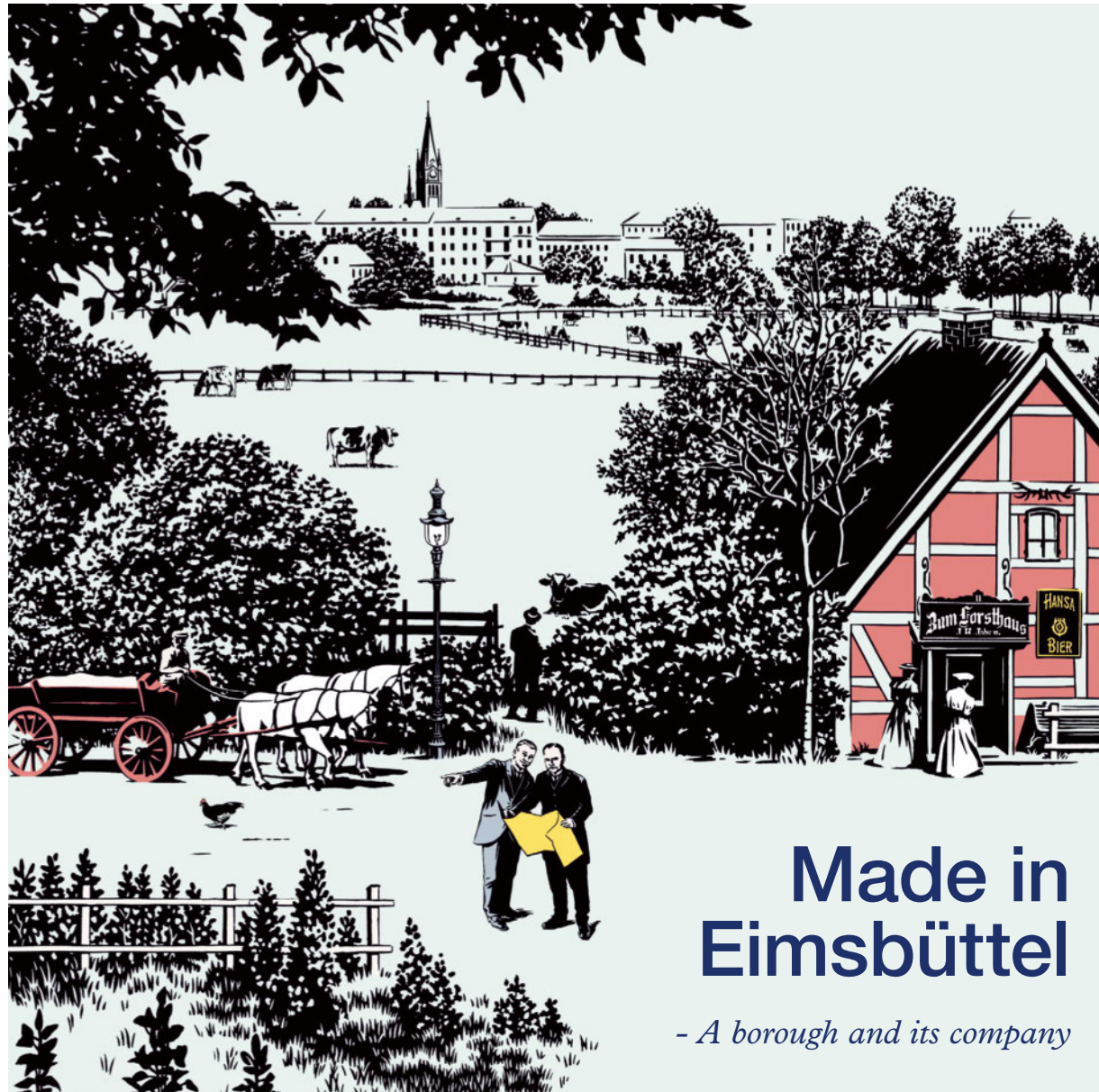


Beiersdorf

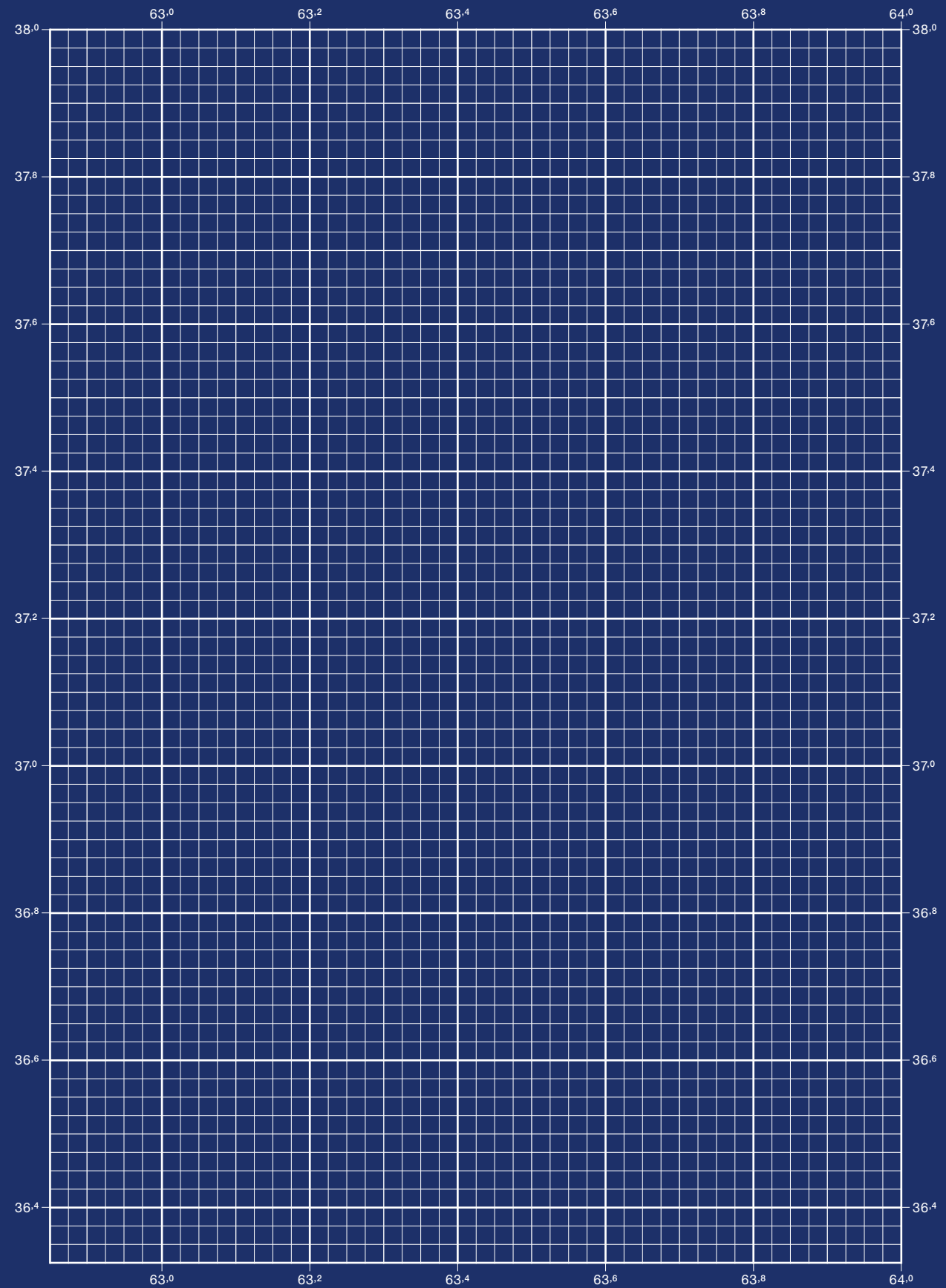
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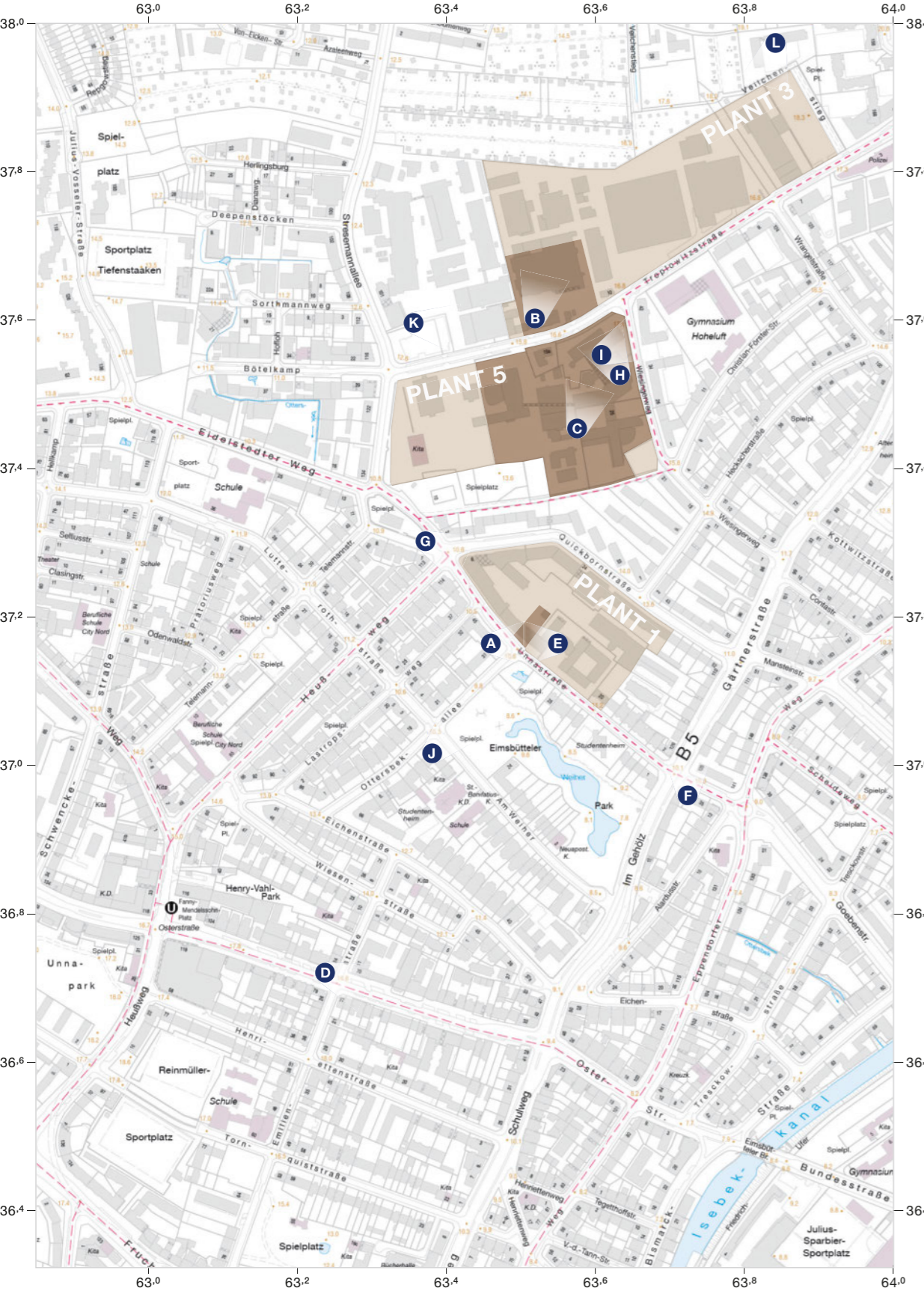


Made in
Eimsbüttel

- A borough and its company



Please unfold



The beginnings of the Beiersdorf plants in Eimsbüttel

Legend:
 ■ old factory
 ■ new factory

Where it All Began

The site purchased by Dr. Oscar Troplowitz in 1892 consisted of just 1,116 square meters (highlighted) – just a fraction of today’s Unnasstraße site. The first factory building can be seen behind Troplowitz’s private villa. Looking proudly from the balcony: the owner with his wife Gertrud.



Production Grows

In 1933, work began on the “Blechwarenfabrik Pilot” (Pilot sheet metal production factory) on a 10,932-square-meter site (highlighted) on today’s Troplowitzstraße. Beiersdorf Manufacturing Hamburg, as the factory is called today,

produces not only deodorant and after-shave products, but among other things also the bulk of the NIVEA Creme produced worldwide. Over the years, the space has grown to 74,000 square meters.

New Spaces

Later on, the company’s administration and its Research & Development and Marketing departments were to come together on the Troplowitzstraße/Wiesingerweg site. In 1968, Beiersdorf

purchased parts of the current site – approximately 56,000 square meters in all – from the City of Hamburg (highlighted). The research center and the auditorium were the first buildings on this site.



Eimsbüttel and Beiersdorf

Growth through change

In 1892, Oscar Troplowitz selected a site in Eimsbüttel for his new family home and for the Beiersdorf factory. At the time, the borough was located right at the edge of Hamburg; Schleswig-Holstein began a few meters further north and the “Forsthaus,” a well-known restaurant, was located opposite the new factory grounds. From a modern-day perspective, this rural idyll is hard to imagine – these days, Eimsbüttel is one of the most popular and most densely populated boroughs in Hamburg.

The borough got electricity just a few years after the factory was built and the expansion of the public transport network increased the area’s appeal for more and more people. The port of Hamburg, at the time still the city’s principal employer, was easy to reach by streetcar and subway. However, other growing companies had settled in Eimsbüttel as well.

More houses were built, increasing the building density. Little by little, Eimsbüttel evolved into the borough that we know today.

Top management at Beiersdorf benefited from Oscar Troplowitz’s foresight in buying up plots of land around the company headquarters whenever the opportunity arose. He was sure that the company would need this space at some stage – and he was right. Beiersdorf has witnessed Eimsbüttel’s growth at first hand for more than 125 years, experiencing good times and surviving wars and crises. Following the Second World War, many employees helped to rebuild the company and the borough, putting down roots for themselves and “their” company. Beiersdorf became an integral part of Eimsbüttel and is immensely proud of this.



P. BEIERSDORF & Co. A.-G. HAMBURG



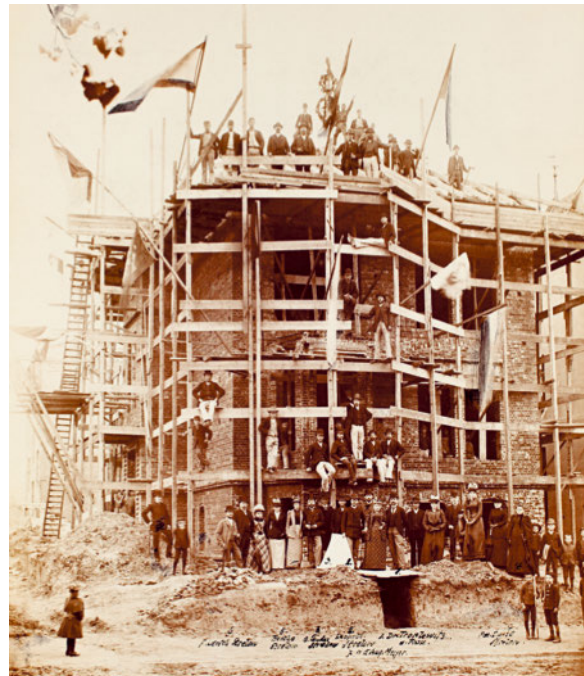
Rooted in the Borough

Although Beiersdorf is at home all over the world, its roots and its headquarters remain in Eimsbüttel. The company has grown together with the borough and evolved in exactly the same way over the years. A look at the tandem development that has endured for over 125 years.

By the mid-1920s, the attractive architecture and wide range of shops had made Osterstraße a popular place for a stroll. Its eventual transformation into a busy shopping street began with the advent of the German Wirtschaftswunder (economic miracle) in the late 1940s.



Top: View from the first Beiersdorf factory of what is today Unnastraße in the direction of the Apostelkirche church, circa 1900
 Bottom: Topping-out ceremony for Troplowitz's private house and the factory building behind it in 1892



Text: Thorsten Finke/Daniel Wallburg

Greenfield Operation (1892 – 1900)

These days, Eimsbüttel is a densely built-up residential borough close to central Hamburg, where turn-of-the-century districts rub shoulders with structures built after the Second World War. Owing to its excellent infrastructure, the borough is one of Hamburg's most popular residential areas – including among Beiersdorf employees.

Today, many people are unaware that Eimsbüttel was once a popular destination for excursions outside the gates of the city and that wealthy Hamburg families used to have their country homes there. Even back in 1892 when Oscar Troplowitz relocated the Beiersdorf company, which he had acquired two years previously, to the then Hamburg suburb, it already had a long history under its belt. Eimsbüttel was first mentioned in an official document in 1275. In 1339, the

aristocratic owner sold it, complete with buildings and serfs, to the church. At the beginning of the 19th century, the monastic administration was dissolved and Eimsbüttel became part of the city of Hamburg. Until then, little about the rural character of the area had changed. However, more and more people were beginning to move there. In 1874, Eimsbüttel became a suburb of Hamburg; by 1880, it was already home to 16,000 people. In 1894, two years after Beiersdorf relocated there, it had more than 50,000 inhabitants and Eimsbüttel became a borough of Hamburg.

Within the space of just a few months, Oscar Troplowitz had two buildings erected on an area at Lockstedter Weg 56 (later renamed Eidelstedter Weg, now Unnastraße) that measured around 20 meters wide and 58 meters long. Adjacent to the road was his two-story residential house with 132 square meters of floor area and, 25 meters behind this, a three-story factory building with 121 square meters of floor area. On October 1, 1892, Troplowitz invited all 11 employees and their wives to the topping-out ceremony – something that was by no means usual at the time. Before the month was out, the first employees had already set to work.

Demand grew steadily for products such as gutta-percha plasters, toothpaste, and soap – so much so that, before long, the factory was no longer large enough to cope. Because of this, Troplowitz systematically purchased the neighboring land, expanding the factory several times up until 1900. Extensions measuring 12 and 30 meters in width were built in 1895 and 1897 respectively; a storehouse was added in 1899. These additional spaces offered more room for development, production, and warehousing as sales continued to rise and new products were constantly added to the range. At the turn of the century, Troplowitz already employed 47 people – more than four times as many as at the outset.

BACKGROUND

Traveling to Work

Anyone traveling to Hamburg by train in the mid- to late-19th century – state-of-the-art technology for its time – would suddenly find themselves in an archaic world of horse-drawn inner-city transport. Nonetheless, the first horsecar route to the borough of Wandsbek was opened on August 16, 1866. Eimsbüttel was added to this system in 1868 or thereabouts. Following various interim technical advancements, the trams were electrified in 1894, so that Beiersdorf employees could take the tram to work almost from the outset. However, as this form of transport was by no means cheap, most employees still opted to walk or cycle to work. The glory days of the bicycle began in earnest with the invention of the pneumatic tire in 1888. From 1914, the new underground stations at Osterstraße and Hellkamp offered Beiersdorf employees further alternatives for traveling to work.



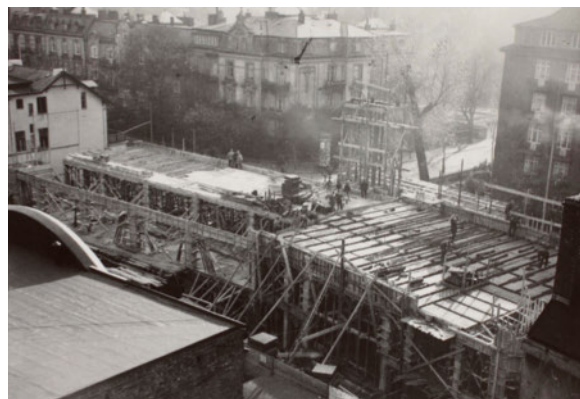


Beiersdorf celebrates its 50th anniversary: On March 24, 1932, the entire Hamburg workforce assembled in the factory courtyard. At this time, the company already employed more than 1,400 people worldwide.

Company and Borough Grow (1900–1939)

At the turn of the 20th century, Europe had already enjoyed almost 30 years of peace. The Franco-Prussian War of 1870/71 was the last major military conflict that the population had to endure – this ended with the formation of the German Reich. However, the First World War broke out in 1914, lasting for four years and dwarfing all previous wars, and was to have severe consequences for European society and politics. A direct result of this was the Weimar Republic, Germany's first democracy – until spiraling political tensions brought Adolf Hitler and the National Socialists to power in 1933. Six years after this saw the beginning of the Second World War.

Around 40 years previously, there had been no sign whatsoever of the major social catastrophes that would befall Eimsbüttel. From 1900 onwards, advancing industrialization meant that the borough's magnificent buildings were joined by more and more



Construction of the new administration building, 1935/36



Tin production in the Blechwarenfabrik Pilot (pilot sheet metal production factory), 1930s

tenements for the growing number of industrial workers. The building boom also led the last farmers in Eimsbüttel to sell their land. On account of its growth, Eimsbüttel was one of the first areas to be added to the city's elevated railway system – as of 1914 it got the subway stations Osterstraße and (later) Hellkamp.

After the First World War, the borough was the scene of political unrest. The working-class area of Eimsbüttel had communist leanings and isolated insurgencies regularly occurred as a result of mass unemployment and inflation.

A few years after the First World War, Beiersdorf relocated the production of Eucerit to Hamburg-Billbrook, where an area measuring 1,500 square meters had been acquired in 1924. Several new production buildings went up in Eimsbüttel between 1925 and 1931 as a part of major construction projects. However, even these expansions were not sufficient: The growing success of NIVEA, Hansaplast, Pebecco, and other products meant that a larger production facility for tin cans was needed. This being the case, in 1930 Beiersdorf purchased a site on Mathildenstraße (today Troplowitzstraße), in order to set up the “Blechwarenfabrik Pilot”. The sheet-metal factory with an area of 10,932 square meters went into operation three years later. This was followed by the construction of the administration building on Eidelstedter Weg (now Unnastraße) between 1935 and 1937.

The vigorous building activity that took place up until 1939 was aided by the fact that the adjacent sites had already been acquired during Oscar Troplowitz's lifetime (1863–1918). This meant that, following the turn of the 20th century, Beiersdorf was already in a position to grow and prosper on its own land and property.



Top: Postcard from the year 1900

Center: View of the corner of Gärtnerstraße/Eidelstedter Weg (today Unnastraße), 1908

View from Ottersbekallee towards the former Beiersdorf main entrance, now the staff entrance, 1939





Top: View of the factory courtyard and production building a few days before the air raids in summer 1943

Center, bottom: These photos show the extent of destruction following an extensive series of air raids up until 1945. They show the same site as the above picture.

War and Destruction (1939–1945)

The beginning of the Second World War in 1939 had a profound impact on Beiersdorf – both in human and commercial terms. Several hundred of the company’s employees were conscripted up to 1945, and a total of 82 lost their lives in the war.

From an operational point of view, too, the situation was chaotic. Raw materials were rationed, state guidelines dictated which items were to be produced in greater amounts, sales revenue was lower and, as well as all this, there was a constant danger that factories and administrative buildings would be hit by Allied bombing raids. In addition, the bombing in Hamburg intensified as of 1943. In the night of July 24, 1943, over 100 bombs were dropped on a major attack on Plant 1 located on the current-day Unnastraße. These attacks were part of Operation Gomorrah, an event that was proverbially burned into the collective memory of the city, during which Allied bombers destroyed many parts of the city in a series of air raids that continued until August 3. Many of Beiersdorf’s buildings and machines were completely destroyed in the fires that ensued. This had the effect of severely limiting production, in some cases even shutting it down completely.

One year later, on June 18, 1944, a second major air raid left parts of Plant 3 on Troplowitzstraße in ruins. In early 1945, Beiersdorf was ultimately forced to cease production almost completely owing to a lack of raw materials and to the scale of destruction. For Hamburg, the Second World War ended four days before the unconditional surrender of the Wehrmacht: On May 3, 1945, the city surrendered peacefully to the British Army. And then the slow, laborious process of rebuilding the city began.



BACKGROUND

The Firestorm in Hamburg

On July 27, 1943, a total of 739 British aircraft set off for Hamburg, dropping more than 100,000 high-explosive and incendiary bombs over the city. At this point, Eimsbüttel and a number of other boroughs had already been severely damaged by previous air raids. As the bombs fell, the people made for the remaining shelters. Thermal and atmospheric air movements combined to form a “firestorm” that raced through the street canyons. The densely built-up residential areas in Hamburg exacerbated the devastating effect: In the basements and bunkers, the heat became unbearable and there were shortages of water everywhere. Many people threw the doors open, unwittingly making the way free for the all-consuming flames. People burned to death on the streets or were killed by flying pieces of wood or falling roof tiles. Basements turned into crematoriums. Many people had no chance of survival.

The firestorm could not be actively extinguished. Thousands of people lost their lives in Eimsbüttel and other Hamburg boroughs. This led almost a million people to flee from Hamburg into rural areas because they had lost virtually everything or were afraid of further attacks.





A New Beginning (1945–1977)

After the war, electricity, gas, and coal were strictly rationed. The population regularly suffered from hunger and cold, and the rubble from the air raids was still all around. However, the currency reform in 1948 brought about an unexpected upswing which would go down in the history books as Germany's "economic miracle." Companies were once again able to import raw materials, produce goods, and hire workers – including Beiersdorf.

Along Osterstraße, wooden shacks served as temporary replacements for the shops that had been destroyed. People were able to consume again. When the Federal Republic of Germany was founded in 1949, Beiersdorf was already generating sales revenue of 30 million Deutschmarks and demand for familiar and new products alike was increasing. At this early stage, however, neither the company's production facilities nor its research and development capacity were able to cope with this. A make-shift building on Quickbornstraße, was demolished to make way for a new production facility. In 1963, a new central laboratory was built, but only proved large enough for a few years. As a result, the Exe-



Top: The working day begins: the main entrance on Unnastraße in 1969

Left: Topping-out ceremony. In the mid-1950s, Beiersdorf's administration building was further expanded. The characteristic round section at the corner of Unnastraße and Quickbornstraße was completed in 1954

cutive Board commissioned the construction of a new, on-site research center between Plant 1 and 3, which included a high-rise laboratory building and a scientific library. Beiersdorf signed the property contract with the City of Hamburg for an area measuring some 56,000 square meters on April 10, 1968. In 1954, the corner of Unnastraße/Quickbornstraße closed the last remaining gap in the row of factory buildings. All of these construction projects were ultimately about improving the company's market position and competitive standing. The same also goes for investments in staff recruitment. At the time of the economic miracle, there was full employment in Germany and available workers were thin on the ground. Accordingly, the West German government entered into "labor recruitment agreements", primarily with southern European countries. Beginning in 1962, Beiersdorf successfully recruited guest workers from Spain. Just one year later, a total of 60 women were already working in the company.

The investments paid off for Beiersdorf, with sales revenue increasing to around 1.3 billion Deutschmarks by 1977. At this point, the company now owned about 160,000 square meters of land in Eimsbüttel/Lokstedt.



Top: One of the first company outings after the Second World War – showing that life was slowly getting back to normal again.

Middle: View of production work at Bötelkamp (now Tropelwitzstraße), 1957



Georg W. Claussen, Executive Board Chairman at the time, inspects the newly built research center in 1971

BACKGROUND

Technology in the Office

In the 1950s, office equipment was for the most part still along pre-war lines. However, dictation machines and photocopiers were gradually introduced, joining the widely used mechanical typewriters and calculators. The invention of telex machines allowed text messages to be sent directly to far-flung cities and countries.

The growing use of modern office machines also changed work processes and structures at Beiersdorf. To begin with, however, modern IT technology was confined to the computer center. Paper files, rubber stamps, dial phone, and typewriter – these were the items typically found on a 1970s desk. Little by little, however, electronic data processing began to gain ground. In the fall of 1970, 16 people at Beiersdorf were given instruction in using desktop computers – by today's standards these were little more than basic calculators capable of printing, and were as large as typewriters. The days of totting up figures were over and the days of delegating everyday office work to a computer had begun.



The central typing pool in 1967: The digital age has yet to arrive in the office.

Beiersdorf Becomes a Global Player (1977–2017)

At the end of the 1970s, Beiersdorf reorganized itself into four divisions: tesa, medical, pharma, and cosmed. In addition, the Supervisory Board and Executive Board decided to create a new logo to serve as the focal point of a corporate identity. Accordingly, the name Beiersdorf – which is difficult to pronounce in many foreign languages – was shortened to BDF, with four dots added to symbolize the new organizational structure.

Along with these structural changes, an increasingly broad product range, rising sales revenue, steadily growing workforce once again prompted a variety of structural changes at the company's Eimsbüttel base during this period. The cosmed administration building (as it was then) on Wiesingerweg came into being between 1985 and 1987. The latter also marked the beginning of construction work on the P. G. Unna research center, which was officially opened in October 1989. Also located on the Wiesingerweg site, it had a floor area of some 15,000 square meters. The new administration building on Unnastraße – lovingly referred to as “the banana” by Beiersdorf staff – was also built in 1989, complete with reception and parking garage. In 1990, the courtyard behind the building was transformed into a green area.

However, there was still much planned on the construction front. In 2004, the new skin research center on Troplowitzstraße went into operation. Here, hundreds of researchers from all over the world undertake dermatological research and product development as part of cooperative projects with leading universities and institutes, thereby laying the foundation for a new generation of innovations. At the time of completion, the construction – complete with an auditorium based on the shape of a skin cell – was the largest, most state-of-the-art skin research center in Germany, right in the heart of Eimsbüttel. Four years later in 2008, the borough also established itself on the business map when Beiersdorf was (and, in 2018, still is) the only company from Hamburg to be listed on the DAX, the leading index on the Frankfurt Stock Exchange.



Eimsbüttel had also come a long way in the 40 years up to 2017. Formerly a working class area, it transformed itself into a borough that is popular with all walks of life and that has excellent transport connections and one of the highest density of baby strollers in Hamburg. The extensive green areas here offer families a little piece of nature in the heart of the city.

The new administration building on Unnastraße. Plant 5 and the current-day BMH can be seen at the top left of the picture, 1989.

Committed to Hamburg-Eimsbüttel

“Beiersdorf plans to build a new €230 million headquarters and research center in the company's home district of Hamburg-Eimsbüttel.” This press release from 2017 illustrates the unfailing commitment that Beiersdorf has to Hamburg and to Eimsbüttel. 125 years after Oscar Troplowitz settled the company here, the strong growth and abundance of new jobs laid the foundation for this major project.

By 2023, about 3,000 jobs will be based on an area of 100,000 square meters in the company grounds on Troplowitzstraße. As Executive Board Chairman Stefan F. Heidenreich explains: “With the construction of our new headquarters in Hamburg, Beiersdorf is sending a clear signal about its future growth. [...] We have significantly expanded our international business, developed outstanding innovations and put Beiersdorf on a stable and profitable growth path. This is the result of all our employees' hard work.”

This will shorten channels of communication, given that the entire administration, marketing, and research and development will all be based at the same sustainably designed location. In addition to energy efficiency, the health and well-being of Beiersdorf employees is a key area of focus. After all, it is they who have always been responsible for the company's success – and who will continue to write Beiersdorf's success story in Eimsbüttel.



Left: Beiersdorf in Eimsbüttel: View of the borough, 1988

Right: With the new Beiersdorf Campus on Troplowitzstraße, the company's administration and its Marketing and R&D departments will be combined on a single site.

In the Heart of the City

Beiersdorf has been based in Eimsbüttel since 1892. And for good reason – after all, Eimsbüttel is unique in many ways.

Very Popular

It is the second most densely populated borough in Hamburg with some 18,000 inhabitants per square kilometer and, at the same time, one of the most popular places to live.

Electrified

Eimsbüttel was the first village to have electric street lighting. Eimsbüttel/Lokstedt boasted the first electric street lighting in all of Germany as of 1891, one year before Beiersdorf relocated there.

Child-friendly

In spite of its built-up and densely populated residential areas, Eimsbüttel is very popular among young families. Baby strollers are often used as a symbol for the borough and are a prominent feature on its streets.

Clever Construction

Worker housing was built very quickly in Hamburg at the turn of the century, but was often cramped, unattractive, and expensive. A wholly different approach was taken by the "Hamburger Burg" housing projects that were built in Eimsbüttel beginning in 1899. The concept behind these projects was singled out for numerous awards, including at the Paris World Fair.



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