PRESS RELEASE

Beiersdorf: Exclusive Open Innovation Fair for Strategic Partners

- Successful kickoff of in-house “Supplier Fair” in November
- Longstanding top raw materials suppliers present innovations, concepts and ideas in areas of textures and formulas
- Direct exchange of exhibitors with over 200 researchers
- Event supplements comprehensive open innovation portfolio of the NIVEA manufacturer

December 10th, 2015, Hamburg - Under the motto “A day with our best suppliers” the NIVEA manufacturer Beiersdorf opened the gates of its Research & Development for the first time in November as part of an internal fair for three longstanding strategic partners in the area of functional raw materials.

The event was the kickoff of the new open innovation format “Supplier Fair”: “This allows us to give companies with which we have an especially trusting working relationship the opportunity to enter into direct exchange with our researchers to present ideas, concepts and innovations,” says Dr. Volker Kallmayer, Head of Raw Material Scouting. “The first event was already a complete success both for us and for our partners. More than 200 of our researchers learned a lot through intensive discussions and tried out samples brought by our partners. There have already been many requests made to exhibitors for formulas that are of interest for our innovation pipeline,” says Kallmayer.

Deepening of Close and Trusting Collaboration

The first Supplier Fair focused on special cosmetic textures and promising trends in skin care. “We are excited how well prepared our partners were for this day and how many ideas and formulas specially tailored to our brands and consumers they brought with them. Our employees in turn spoke very openly about innovation ideas and concrete questions. This made it possible to further deepen our already close collaboration and we are very confident that with this bundled innovation power we will be able to surprise consumers all over the world with attractive products,” says Volker Kallmayer.

A second Supplier Fair with additional close strategic partners is being considered for 2016. This establishes an additional tool in the open innovation portfolio of the company.
Open Innovation at Beiersdorf

Beiersdorf has always been open to outside innovative ideas that provide a new impulse. For a few years the integration of external knowledge into Research & Development has been a stronger emphasis than ever before. In January 2011, Beiersdorf started the international open innovation initiative Pearlfinder in order to further increase its ability to innovate and to confidentially integrate external partners. Already in October 2011, the company received the “Best Open Innovator Award” from the leading German language business newspaper Handelsblatt for this innovation strategy.

Since then, Pearlfinder has developed into a global network with 270 registered international partners from diverse industries and since the re-launch of the platform in December 2014 has made it even easier to submit innovation ideas and to get in touch with Beiersdorf researchers. In order for the initiative to continue to develop positively, open innovation activities such as the Supplier Fair will be continuously expanded. Another example is the Beiersdorf Innovation Pitch at the annual international cosmetics trade fair “in-cosmetics” at which external partners from all over the world have been able to present innovative ingredients and submit concepts since 2014.

The Pearlfinder online platform can be found here: http://pearlfinder.beiersdorf.com

About Beiersdorf AG

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf achieved sales of €6.3 billion in financial year 2014. NIVEA, the world’s No. 1 skin care brand*, is the cornerstone of the company’s brand portfolio, which also includes brands such as Eucerin, La Prairie, Labello, and Hansaplast. Beiersdorf’s wholly owned affiliate tesa SE, another globally leading manufacturer in its field, supplies self-adhesive products and system solutions to industry, craft businesses, and consumers.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2014.

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