

Research and development

The foundation of Givaudan's continued commercial success is a longstanding commitment to research and development programmes in both the Fragrance Division and the Flavour Division.

Creative and innovative programmes are a clear focus on the current and future needs of customers is essential for us to retain our competitive edge in the fragrance and flavour industry.

As part of these programmes, our scientists merge analytical precision with human sensory response in developing systems and technologies that help the business perform successfully in the market.

In 2010, Givaudan invested CHF 336 million in research and development, more than any other Company in the industry. This investment will allow us to deliver on short- and mid-term research initiatives. It also gives us an opportunity to invest in promising long-term programmes.

During the year, the Fragrance Division's global Research & Technology organisation focused on the discovery of new fragrance molecules and their applications in fine fragrances and consumer products, concentrating research resources and programmes in line with industry and consumer lifestyle trends.

The Science & Technology organisation of the Flavour Division continued its commitment to developing a strong programme which addressed business growth with a focused ingredient discovery pipeline, new process technologies and a creative approach to sensory science.

R&D spend
in millions of Swiss francs

2010 – 336

2009 – 326

Fragrance Division

During 2010, Fragrance Research & Technology worked to sustain a vibrant and relevant organisation in which innovation and discovery can thrive and reap rewards.

A review of the career structures within the technical functions of Givaudan revealed the need for a different approach in order to be commensurate with the experience and knowledge that is developed over a long career of dedicated research. The new Dual Career Ladder is specific to Research & Technology in Givaudan and reflects the value that the business places on technical understanding specific to fragrance, recognising that researchers generate value through expert knowledge.

Activity within Fragrance Research & Technology was repositioned under three pillars in 2010: Wellbeing, Hygiene and Delight. These three pillars provide focus for research activity and technology development to support consumer-perceptible benefits for fragrance. Together they provide a framework that encompasses the many and diverse areas of expertise within Givaudan.

Well-being

The Sensory research team has developed multiple connections with academia to explore new fragrance benefits, aiming at determining methods and fragrance formulations to enhance mood and ultimately lead to consumer benefits such as improved sleep. The programme is in its early development phase and has already shown promising initial results.

On a day-to-day basis, Sensory Science continues to support the three business units of the Fragrance Division via its global network. Regional sensory teams in Singapore, São Paulo, Ridgedale (NJ), Paris and Ashford provide expertise in fragrance profile, longevity and odour masking properties to our business partners to support product claims.

Hygiene

Our researchers have discovered gender differences in the composition of human sweat – a discovery that is now being utilised to refine fragrance design for deodorising and antiperspirant products.