



photo: 4711

Procter & Gamble offload traditional brands

## Mäurer + Wirtz buys 4711

Mäurer + Wirtz, the company that counts fragrance brands such as Tabac Original and Nonchalance, as well as licences such as Betty Barclay and S. Oliver, in its portfolio, has taken over four fragrances from Muehlens: 4711, Tosca, Sir Irish Moos and Extase. The deal by the Stolberg-based company is subject to approval by the cartels and monopolies authority. Since 2003 the Muehlens fragrance business, whose annual turnover for these brands has been in double-figure millions of Euros, has been owned by Procter & Gamble. Mäurer + Wirtz currently turns over about 100 million Euros and enjoys a 5.5 per cent share of the German market.

## Quest goes to Givaudan

Givaudan has purchased the Quest International fragrance and aromas business for a price of about 1.2 billion UK £. Givaudan expects that, after three years, positive synergies will amount to some 62.9 million UK £. Quest, located in



photo: Quest

Quest turns over 560 million UK pounds in fragrances and aromas

Naarden in the Netherlands, was established in 1905 and became part of the ICI group in 1997. The company turns over about 560 million UK £. The transaction, which is subject to regulatory approval, will put Givaudan in the position of global leader in the fields of fine fragrances and consumer products.



And then it was time to play ...



# A "thank-you" gala

COSSMA invited clients and associates to the Health and Beauty Group gala evening at the casino in Baden-Baden to say "thank you" for working successfully with the publishers in 2006.



Toasting a successful year



A warm and friendly get-together in elegant surroundings

photos: Rudolf Warda