

Beiersdorf

CHRONICLE

02



The brand maker

The Trowitz era, 1890–1918

M D C C C X C B O S T I F L O R I S A L H E I T E S T A L O N
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 F I S O C O R N I L I N K A N E S T I E L O M A S T E R A M E
 S T A N N I B E R A L E S N O M A L I E V M E R C O L I N T R
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 S P I R A N L A S S O B A N D A L I Q U E T C U L P U T A T R
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 C R A S D A P I L A R Y L I N E A M D O R D E S T O W E G O S
 G E R T I N C I D U N T B U S C O U R T P L A S T E R F E U T
 G A T E L L U U L L A U T K O P F P O M A D E P R E T I F E S
 L E I F E U A M L O R E M P H I L I P B I N D E N A P I B O R
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 L A O T E S A T U M F E L I S E U P E V I V K U Z E D E N T A
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 U L L A M L Ö W E N M A R K E A E J U S T O N U L L I C A M U
 V A R I S I M P L A X U E R T R U M P O R T T I T O R U T Z A
 H A N S A P L A S T N L V B E M O K V I V E R M C M X V I I I

New promise of quality

The branded product changes our life

When in 1894 the *Gesetz zum Schutz der Waarenzeichnungen* (Law for the Protection of Product Description) was passed in the German Reich, for the first time wordmarks and layouts, i.e. design elements, could be legally protected. The trademark law from 1875, which was valid until the new law took effect, did not foresee this possibility. At this point, however, Beiersdorf was able to protect its investment in research and product development with a “registered trademark.”

Between 1894 and 1915 Oscar Troplowitz registered 29 trademarks for his company, including Florisal, one of the first toothpastes in the world, Eucerin, Pebecco, NIVEA, Labello, Atrix, and Leukoplast. He recognized that, in addition to the quality of the product, the brand name was also a decisive factor for economic success.

He also protected the name “Beiersdorf” just before the turn of the century after he had designed the first company logo in 1891. Troplowitz and his brother-in-law Otto Hanns Mankiewicz were among the first members of today’s *Markenverband* (Brand Association), which was founded at the beginning of the 1900s in Berlin under the name of *Verband der Fabrikanten von Markenartikeln* (Association of Manufacturers of Brand Products).

Today branded products are everywhere, and every day all around the world, new brands are invented and protected. Only very few succeed in surviving for generations and becoming global brands. Oscar Troplowitz laid the corner stone to ensure that the Beiersdorf brands NIVEA, Eucerin, and Hansaplast managed this feat – and continue to succeed today.

Cornilin
Beiersdorf's Hühneraugen-Pflaster
mit Salicylsäure und Hanfextrakt entfernt schnell
sicher und schmerzlos jedes Hühnerauge in 3-5 Tagen

BEIERSDORF & CO.
EUCERIN
PREPULV
enthaltig an Eucerinum
Prof. Dr. UNNA
R.P. 167849.
PREIS 50 PF.
FABRIK
HAMBURG & BREMEN

Seitens der Königl. Militär-Sanitäts-Behörde bei den Truppen praktisch geprüft und zum Gebrauch empfohlen.
Militär-Wochenblatt No. 44. 23. Mai 1894.

≡ Trola-Sohlen ≡
Hygienische Schweißsohlen
gegen
schweissige, wundgelaufene und kalte Füße
Patent.

Alleinige Fabrikanten: **Chem. Fabrik P. Beiersdorf & Co., Hamburg.**

Haupt-Niederlage für Berlin: **Emil Jacoby, Friedrichstrasse 70.**

LEUKOPLAST
WEISSER
KAUTSCHUK-HEFTPFLASTER
5 cm
Nº 529
10 cm
P. BEIERSDORF & CO.
CHEM. FABRIK
HAMBURG

P. BEIERSDORF & CO.
Mercolintschurz No. 2.
Die Mercolintschurz ist kühl und trocken
anwendbar.
Chem. Fabrik. Hamburg-Eimsbüttel.

BEIERSDORF
Liantin
EXTRA OLEI
BEIERSDORF

KOPF-POMADE
Nº 456
nach Prof. Dr. Unna's Vorschritt
hergestellt von
P. BEIERSDORF & CO.
CHEMISCHE FABRIK
HAMBURG 30

GUTTAPLAST
Beiersdorf's Guttapercha-Pflastermull
Echtes Präparat nach Prof. Dr. Unna
P. BEIERSDORF & CO. HAMBURG.
Im Vergleich mit anderen Guttapercha-Präparaten
hat es die Eigenschaft, sich beim Auftragen
auf der Haut nicht zu verflüssigen.

Nivea
Sireu-Puder
Kinder- und Massier-Puder
P. Beiersdorf & Co.
Hamburg
Preis 75 Pf. - 1 Krone - 1 Franc

ENGLISCH PFLASTER
perforiert.
Perforated
COURT PLASTER
Nº 652

P. BEIERSDORF & CO.
Guttapercha Pflastermull No. 2.
e. Acid. base. 10.0.
Die Präparate müssen gut eingewickelt, gegen Sonnenlicht ge-
schützt in einem kühlen Ort oder Druck aufbewahrt werden.
Im Fall der Schlinge mit dem Finger fest zusammenziehen,
so gelangt mit einem leichten Druck oder Schieben in be-
stimmter, leicht löslicher Richtung.

P. BEIERSDORF & CO.
HAMBURG - EIMSBUETTEL

UNGT. CASEINI
c. Tumenol 10%

BEIERSDORF'S
GELBES KAUTSCHUK-HEFTPFLASTER

PEBECO
ZAHNPASTA

ATRIX
SHAVING STICK
PROFESSOR A. C. S.
CHARLTON WOODS
HAMBURG
LONDON OFFICE
120, LAM. ST. E. C.

Nivea
Creme
zur Hautpflege
P. Beiersdorf & Co.
Hamburg

Nivea
Puder
für Gesicht und Massage
zur
Nachfüllung von
Original-Streubüchsen
P. Beiersdorf & Co.
Hamburg.
Preis 60 Pf. ohne Rabatt
80 h - 90 cts

Nivea
Velutina
cuticolora
P. Beiersdorf & Co.
Hamburg.

Nivea
Kinder-Puder
P. Beiersdorf & Co.
Hamburg

BEIERSDORF'S
**ZUG- & FUNKEL-
PFLASTER**
Nº 652

NABILINE
Ideal-Nabel-Binde

BEIERSDORF'S
AROMATISCHES
MUNDWASSER
EINE TROPFEN AUF EIN
GLAS LAUWARME WASSER
LE ZUM MUNDSPÜLEN
P. BEIERSDORF & CO.
HAMBURG.

PEBECO
IN DER TESA TUBE (PATENTIRT)

Beiersdorf's
Seidenpflaster
Hausenblase auf Seide gestrichen
vor dem Gebrauch gut
aufweichen u. nach dem
Auflegen mit einem Tuch
an die Haut glatt andrücken
Nº 005-Flatt

CHEMISCHE FABRIK
P. BEIERSDORF & CO.
HAMBURG EIMSBUETTEL
Guttapercha-
Pflastermulle
Kautschukpflaster

BEIERSDORF'S
wasserfestes
**SEIDEN-
PFLASTER**

Lassoband
Beiersdorf's
Kautschuk-Klebeband
15 mm breit 25 m lang, Preis 2 Mark.
Vorstehendes Mittel für chemische, physikalische, mikroskopische u. s.
Laboratorien, um Etiketten schnell grössere Quantitäten, zur
Sicherung der Verbindung von Schläuchen auf Stengen mit Quarzglas
und Flaschen, zum Verarbeiten von Papierrollen und für viele andere
Zwecke nutzbar. Klebende Oberfläche, nicht besonders als Klebmittel
für Schalen und Otolithen aller Art, weil sie sich nach leichtem Aufkleben
der nicht klebenden Seite sehr gut mit Kupferblech beschreiben
lassen und ohne Hilfe abgewaschen und dem Gang der Unter-
suchung entsprechend auf andere Stoffe gelichtet werden können.
Verwendbar auch zur Verankerung von Glasstäben für das
Lassoband ergiebt sich während der Laboratoriums-
arbeit von selbst.
P. Beiersdorf & Co.
Hamburg.

Nivea
BEIERSDORF'S
ÜBERFETTETE BASIS-SEIFE
(Kinderseife)
Echtes Präparat nach Dr. P. G. Unna

D.R.G.M. PHILIPBINDEN E.W.Z.
nach Angaben von Dr. med. L. CAESAR PHILIP hergestellt von
P. BEIERSDORF & Co., Chemische Fabrik, HAMBURG.

BEIERSDORF'S
KAUTSCHUK-HEFTPFLASTER
PARALLELOPLAST
LEUKOPLAST
Nº 728
5 cm lang

Jod-Eucerin
Nº 1512
5% freies Jod
enthaltend
Eingetragenes Warenzeichen
D.R.P. 1512
Ausnahmepatent
PREIS M. 1,25
P. BEIERSDORF & CO.
CHEMISCHE FABRIK
HAMBURG

BEIERSDORF'S
NABELBINDE
nach Angabe von Dr. Prochta
PREIS 1 MARK.
hergestellt von **P. BEIERSDORF & CO. CHEMISCHE FABRIK**
HAMBURG - EIMSBUETTEL.

Florisal
Antiseptische Zahnpasta
SPEZIELLE PFLEGE
SPRINGENDE FÄHNER

ENGLISCH
PFLASTER
COURT PLASTER
Vor dem Gebrauch gut anzuweichen.
Preis 100 h. Preis 5 Pf. wenn
de vous en servir.
To be well moistened before
using.

Ceromentum
Menthol-Eucerin nach Hofrat Dr. Stepp.
Nº 1825

CITO
STUPE-HEFTPFLASTER
für Kneifer, Reiter u. Touristen
BEIERSDORF'S
CITO

COURT PLASTER
RUSSIAN ISINGLASS ON FINE SILK
P. BEIERSDORF & CO. CHEMICAL WORKS HAMBURG.

LARYLINE
Beiersdorf's Husten- und Keuchhustenpflaster
Laryline ist ein bequem anzuwendendes Mittel zur
Linderung des Hustens als auch des Reiz- und Stichhustens bei Kindern.
Es äussert seine wohltuende Wirkung bald nach dem Auflegen.

Beiersdorf's Paraplast
bereitet von **P. Beiersdorf & Co. Chemische Fabrik**
HAMBURG
Specialität: Dermato-therapeutische Präparate nach Dr. P. G. Unna



From laboratory to branded product company

In not even 30 years, between 1890 and 1918, the little laboratory with 11 people on staff grew into a brand name company with over 500 employees. The entrepreneur Oscar Trowitzsch created an enterprise that became internationally renowned – and while doing so he also remembered his employees and the common good.

Title page of the Beiersdorf pricelist from 1902

Text: Thorsten Finke

>> It was clear that Oscar Tropolowitz knew how important brands were when he took over the *Laboratorium dermato-therapeutischer Präparate* (Laboratory for Dermato-Therapeutic Preparations) from the pharmacist Paul C. Beiersdorf on October 1, 1890 – although the little company had only existed for about 8 years, he refused to rename it. It already had a good reputation with doctors and pharmacists, and this renown wasn't just limited to Altona and Hamburg. Patented in 1882, the gutta-percha plaster gauze was already known throughout the German Empire and to some extent even beyond it. That's why Tropolowitz decided to retain the name Beiersdorf and was happy to just add "& Co." to the ending. But there were also practical reasons for keeping the name Beiersdorf: It was a lot easier to pronounce than the name Tropolowitz, which would also be an advantage when the company expanded abroad. When Tropolowitz joined the company as co-owner on July 1, 1890, he and Beiersdorf had actually planned on running the company together until 1891. But it became clear after only a couple of weeks of working together that this plan wasn't practical: the two men, who belonged to different generations, simply saw the business differently (see page 20). That's why after only three months on October 1, 1890, after borrowing money from his family, the younger businessman bought out the remaining shares of the little laboratory.

Collaboration with Unna

Tropolowitz continued the cooperation started by Beiersdorf with the world-renowned dermatologist ▶



In 1892 Oscar Tropolowitz celebrated a topping out ceremony for his own factory on today's Unnastraße. In the following years it was continually expanded: in 1914, 500 people worked at Beiersdorf in Eimsbüttel.



Today Beiersdorf's headquarters can still be found on the land that Tropolowitz bought in 1892.

Before the Beiersdorf era

Oscar Troplowitz was born the son of builder Louis Troplowitz and his wife Agnes (nee Mankiewicz) on January 18, 1863, in the Upper Silesian town of Gleiwitz (today Gliwice in Poland). He grew up there with his sister Sophie, who was four years older. When Oscar was 7 years old his family moved to Breslau (today Wrocław). Until he reached junior high, the ambitious Troplowitz attended the Maria Magdalena High School, where he wanted to graduate in order to study art history at the university. But his father saw his career aspirations as impractical and convinced him to take up work as a pharmacist. So in 1878 at the age of 15,

Oscar began an apprenticeship with his uncle, pharmacist Dr. Gustav Mankiewicz, in Poznań and finished it within three years. His pharmacy studies that followed led him back to Breslau, where after two years he passed the state examination. Two years later he graduated with a doctoral degree in Heidelberg in chemistry, physics, and general botany. Afterwards, the highly educated 25-year-old had to make up his military service. After a year in a military pharmacy he returned to Poznań and became an assistant in his uncle's and later father-in-law's pharmacy. He became engaged to his cousin and later wife Gertrud in 1889. Soon he became interested



in managing his own shop in order to be independent. In the summer of 1890 he stumbled across pharmacist Paul Carl Beiersdorf's advertisement for the sale of his pharmacy in Altona. In July of the same year he became a partner and just a few months later on October 1, 1890, he became the sole owner of the laboratory with 11 employees.



Troplowitz and Unna worked closely together in product development.

Paul Gerson Unna. Early on it was clear that this collaboration would be essential to the success of the branded products made by Beiersdorf.

Unna had already been working with Paul C. Beiersdorf since the early 1880s and represented the direct connection to the desires of doctors and patients for Beiersdorf. With the help of Beiersdorf's plaster, the men developed new kinds of treatment methods together and thoroughly tested the preparations in Unna's skin clinic in Hamburg before they made their way to the pricelists. In professional journals like the *Dermatologische Zeitschrift* (Dermatological Journal) or the *Medizinische Wochenschrift* (Medical Weekly), Unna wrote several articles about the new therapies with Beiersdorf preparations. These professional journals weren't just read in the German Reich, but were also valued internationally by pharmacists and

doctors, so that the products enjoyed a certain amount of popularity in Europe and abroad.

Modernization of the business

After he took over the laboratory, Troplowitz changed the production processes. In order to be able to process orders faster, he had labels for the over 190 products printed. Among the 11 employees that Troplowitz took on with the purchase of the company, there were two *Kontorbeamte*, or clerks, who managed the orders. One of their jobs until then had been to label the plasters by hand. Now that this job was taken care of, the two workers were no longer so busy. One of them quit, but because of the steep increase in order volume, Troplowitz rehired him just a year later.

In 1892 the company moved to a new factory in Hamburg Eimsbüttel. There was more space at the new location for individual departments, and production and work processes could be substantially improved. In the foreword to the pricelist from 1893 Troplowitz wrote, "Now that we are operating the factory in our own buildings, we have also significantly and functionally increased the size of our machinery so that we can now process even larger orders in a relatively short time period."

But the new labels didn't just ensure that the orders could be processed faster. The standardized presentation of the products and a clearer indication of the company name "Beiersdorf" laid the groundwork for branded products. After the decision to keep the company name, this was another important step in the creation of a modern branded product company.

The first brands

The first brand names emerged in this early phase just after Troplowitz took over the company: Florisal, the toothpaste that Troplowitz developed in collaboration with Dr. Floris in Hamburg, Paraplast, a further development of the coated plaster, and the corn plaster, Cornilin. These brands came onto the market in the first five years under Troplowitz's leadership. By 1915 the acronym "E.W.Z." – meaning "Registered Trademark" – could be found next to 29 articles in the Beiersdorf pricelist. Among these products were the brands NIVEA (1905), Atrix (1906), Labello (1907), and Eucerin (1911). The brand Hansaplast was also registered by Troplowitz in 1913, although its products first came onto the market in 1922, after his death. ▶



Brands have been the capital of Beiersdorf since the company was acquired by Oscar Troplowitz. Cito 1896, NIVEA Creme 1911, Pebeco 1905, Eucerin 1911, Labello 1909, Leukoplast 1901.

The opportunity to register new trademarks and to protect them as wordmarks was created by the 1894-passed law, *Gesetz zum Schutz der Warenbezeichnungen*, (Law for the Protection of Product Description). This made it possible to highlight the quality of a product even after the patent expired. The brand name guaranteed the consumer the same quality, regulated availability, and created an emotional connection to the product, which was solidified by advertising messages.

Among the Beiersdorf products that emerged during the Troplowitz era, this was most important for cosmetics. For the medicinal preparations the brand name was also a promise of quality that was especially effective on doctors and pharmacists. But the origin of the product – the laboratories of the famous company P. Beiersdorf & Co. – was at least as impressive as the

brand name. Above all the phrase “According to Dr. Unna” promised the highest quality – after all, Unna was one of the most important dermatologists of his time. As early as 1896 Troplowitz made a contract with him that allowed the company to print his name on the packaging of some preparations. In return Unna had free access to the Beiersdorf laboratories and could test the quality of the products at any time. Institutionalizing the collaboration was a clever move by Troplowitz because as a result of this contract the company was able to share in the renown of the dermatologist. He also bound Unna to the company and was able to implement his valuable ideas and suggestions in new products. The name “Unna” became an additional promise of quality emblazoned on the product packaging next to the brand names. The cosmetic products, which targeted individuals and

Troplowitz registered the first brand names with the Imperial Patent Office directly after acquiring the company. In 1915 there were already 29 brand names protected for Beiersdorf. The brand NIVEA has been registered since November 9, 1905, and has been used since 1906 for “Beiersdorf’s superfatted base soap.”



P. Beiersdorf & Co.

Since the first coated plaster came onto the market, the name Beiersdorf has enjoyed a good reputation. The products made by Paul C. Beiersdorf were well regarded by pharmacists and doctors and stood for the highest quality. After the acquisition, Troplowitz consciously kept the company name – a smart and farsighted decision that established the company brand of Beiersdorf. The name was placed on almost all products during the Troplowitz era as an additional promise of quality.



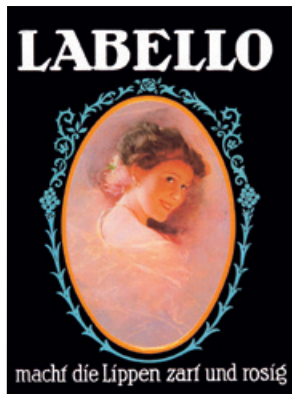
One of the first projects that Oscar Troplowitz tackled after the acquisition of the laboratory was the creation of a logo for the company and the products made by Beiersdorf. Starting in 1891, the signet of the Staff of Asclepius with the addition of the word “Schutzmarke” and its translation “Trademark” decorated the products. In 1905 the image of a man wearing a sou’wester and the word “PILOT” replaced the old logo. This symbol remained until 1930. PILOT was also used as the company name for some of the affiliates.



With Paul Gerson Unna, Oscar Troplowitz gained a valuable advisor, through whom he received important information about the desires of doctors. Together he and Troplowitz developed numerous preparations that Unna tested extensively in the Beiersdorf laboratories before they were ready for the market. Based on a contract with the famous dermatologist, Beiersdorf products were permitted to carry the add-on “according to P.G. Unna” starting in 1896 – a recognized sign of the highest quality.



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5

1 Poster for Cito sport plasters, Belgium 1896, design: Hans Baluschek. 2 Poster for NIVEA Creme, Germany around 1915, design: Hans Rudi Erdt. 3 Poster for Labello lip pomade, Germany 1910, design: unknown artist. 4 Poster for Pebecco toothpaste, U.S. 1916, design: unknown artist. 5 Poster for NIVEA Creme, Soap, and Powder, Germany 1913, design Joe Loe.

BACKGROUND

Art lover and collector

“There are also living masters.” It was this statement made by the Hamburg painter Friedrich Ahlers-Hestermann in 1909 that convinced Oscar Tropolowitz to travel to Paris to look at the work of contemporary artists like Renoir and Picasso. Tropolowitz actually wanted to purchase some “decorative pieces” from the 18th century for his new house. But Ahlers-Hestermann quickly awakened his enthusiasm for modern art. In addition to paintings by Liebermann and Renoir one by the young Pablo Picasso also became part of his collection – La buveuse assoupie (“The Absinthe Drinker”) was hung in Tropolowitz’ office, much to the dismay of his wife Gertrud, who didn’t understand modern art.

In 1920 two years after Tropolowitz’ death, the collection was donated to the Hamburger Kunsthalle municipal art gallery. The Picasso was removed in 1937 during the Nazi regime as “degenerate art” and later sold in Switzerland. Today the painting hangs in the art museum Kunstmuseum Bern.



were sold directly to them without going through pharmacists or doctors, had more emotional significance for many consumers. For them the product name dominated, while the company that produced the product moved into the background. Because they used the cosmetic products almost daily, they became a kind of life companion, and through the brand name developed their own personality.

Investments in advertising

Advertising was essential to the economic success of toothpaste, soap, skin cream, and shaving products: it created a connection to consumers. This goal was also reflected in advertising expenses. Tropolowitz continuously invested in advertising for Beiersdorf products, most of all for the new branded products Leukoplast

(introduced in 1901), Pebecco (derived in 1905 from the company name P. Beiersdorf & Co.), and Labello (1909), as well as NIVEA Creme and Eucerin (both 1911).

The first records of advertising accounts come from 1899: in that year the expenses for advertising totaled over 21,000 Marks, about 7 percent of the entire turnover. In the following years the budget grew continuously – in 1913 it was already more than 18 percent – until the First World War, decreasing sharply in 1915.

Investigations into the advertising budgets of individual branded product manufacturers vary greatly in form and focus, making a meaningful comparison difficult. In the 1920s, values between one and 40 percent have been documented. In 1931 the average was about 13.2 percent. For the Tropolowitz era there are surveys that let us assume that his efforts were

BACKGROUND

The social entrepreneur

Oscar Troplowitz let his employees participate in the growing success of the company from early on. When he took over the laboratory from Paul Beiersdorf, he set up social services that were exemplary and modern for his time. As early as 1890 he paid his 11 employees a week's wages as a Christmas bonus. In 1892 he reduced the workweek from 60 to 56 hours, a few years later to 52, and in 1912 to 48 hours – each time using compensatory wage increases. In 1897 he set up an emergency fund, and in the same year every Beiersdorfer received paid vacation. Starting in 1902, single female employees had the added safeguard of a disability fund. A health office and a breastfeeding room – forerunner of the later kindergarten – rounded out the social commitment of the company management to its employees. The pension fund TROMA (short for Troplowitz and Mankiewicz), which began in 1916, was the crowning achievement of Troplowitz' services for his employees: this institution remains today the foundation for the company pension plan at Beiersdorf.

With all of these services Troplowitz never saw himself in the role of caring patriarch, but rather always emphasized that his employees were entitled to such services.



Oscar Troplowitz (second row, middle) circled by his employees, 1899

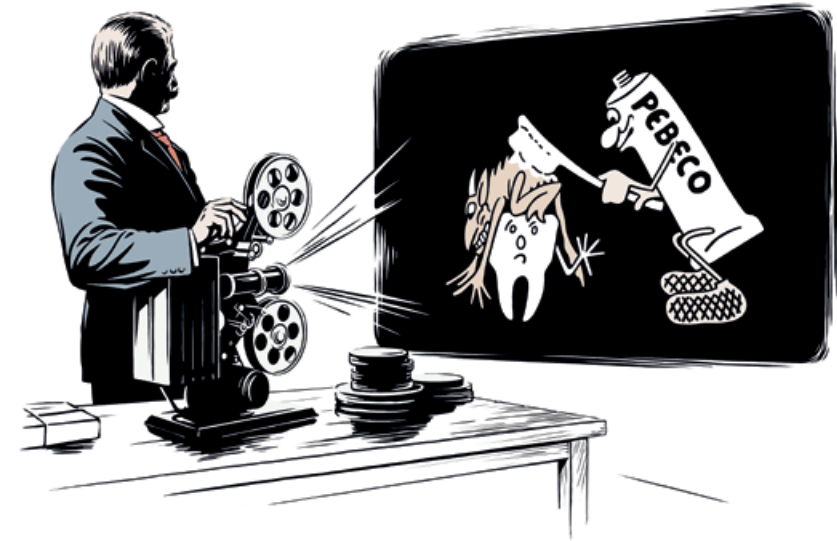


The "rolling NIVEA advertisement" started decorating busses and streetcars in 1912, here in Munich (top image) and Berlin.

comparable to other branded good manufacturers or slightly outpaced them.

The most important and profitable Beiersdorf brands until 1904 were the plaster gauzes, i.e. the medical products. Through 1909 Leukoplast led in turnover, but starting in 1910, the toothpaste Pebeco took the lead. It was then replaced by NIVEA products in the middle of the 1920s.

NIVEA, already used in 1906 as the brand name for "Beiersdorf's superfatted base soap," experienced its big moment in 1911. Research by the chemist Isaac Lifschütz (1852–1938) made it possible for the first time to bind water and oil to make a stable cream using the emulsifier Eucerit. Troplowitz recognized the possibilities of this new process instantly. Against the will of Lifschütz, who envisioned the use of Eucerit and the new kind of cream in the medical field, he began with



preparations to bring the latter onto the market as skin and beauty cream – the beginning of a success story that continues today.

In a graphic sense as well, Troplowitz transferred the power of the brand to the company. Under his leadership, the company P. Beiersdorf & Co. received a logo: since 1891 the Staff of Asclepius with a corona and the addition of the word "Schutzmarke" and its translation "Trademark" have been fixed elements of all Beiersdorf printed materials. The round signet, which points to the medical background of the laboratory, turns up there as it does on the pricelists and product labels. In 1905 Troplowitz changed the company logo: until 1930 it consisted of a man wearing a sou'wester and the caption "PILOT" in round, stamp-like lettering. The name PILOT was also used for some affiliates in the years that followed. Why Troplowitz chose this symbol is not known.

The head of the company saw advertising expenses as investments in the future of the company. And he didn't shy away from trying new media and forms: around 1915 he had one of the first cinema advertisements made by director Julius Pinschewer (1883–1961) for Pebeco, with the title *Der Zahnteufel* (The Tooth Devil). Pinschewer "invented" the commercial in 1910 and even registered a patent for the "living poster" in London. The first contact between Pinschewer and Troplowitz started the commercial tradition at Beiersdorf. After the First World War, Pinschewer made other films for the company, this time for NIVEA. Very early on Troplowitz used the new advertising spaces that were offered by public transit. In 1912 for the first time NIVEA posters were seen in Munich and Berlin on omnibuses, which traveled across the whole city delivering the messages of advertisers.

BACKGROUND

Engagement for Hamburg

After Oscar Troplowitz concentrated his efforts for over a decade on setting up and expanding his company, by the beginning of the new century he could for the first time devote some of his time to doing something for the community. In 1904 he was voted onto the Hamburg city council as a member of the “center-left.” The non-native Hamburger didn’t find it easy to assert himself, but he worked hard at helping to shape his new hometown. In his many activities on the city council he was especially committed to city planning and education policy and devoted himself to the needs of workers. In 1905 the city council elected him to the Building Committee, in which he worked hard for the appointment of Fritz Schumacher as Chief Building Director. Schumacher would leave his mark on the Hamburg cityscape. Troplowitz also supported the building of the municipal park Hamburg Stadtpark while he was on the Building Committee, which he was part of until 1917. He was also active for a few years on the Finance Committee and the School Board.

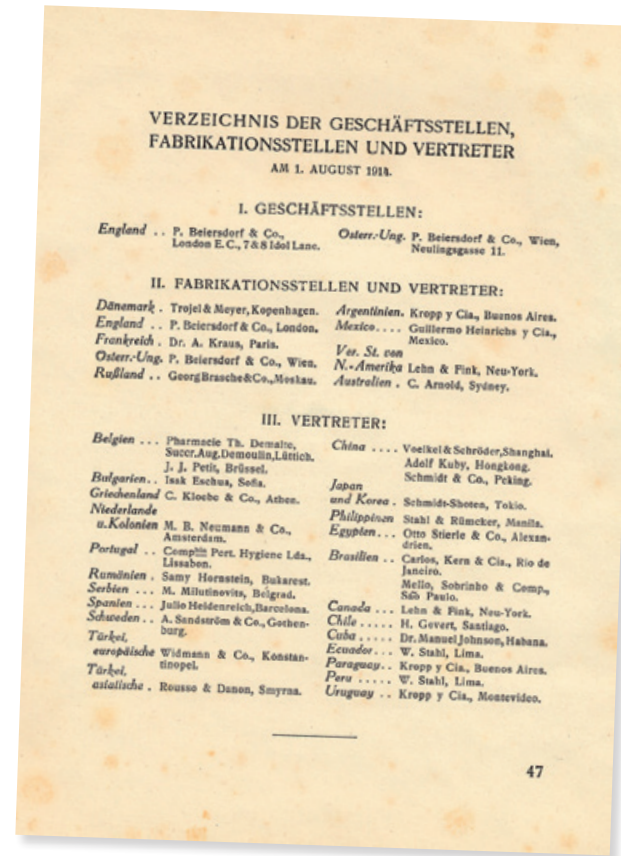
Overview of the Hamburg city council representatives, 1909



Troplowitz began selling his products abroad early on. One of the first contracts was made with an American trading company in 1893. By 1914, Beiersdorf products could be found on all continents.

But Troplowitz didn’t just have a knack for new media. He also chose admired artists and graphic artists to create the advertising. In this way the painter and graphic artist Hans Baluschek (1870–1935), Hans Rudi Erdt (1883–1925), and Joe Loe (dates unknown) created advertising posters for the new branded goods from Beiersdorf.

For Oscar Troplowitz, company policy was an important part of protecting Beiersdorf brands and thereby the investments in research, development, and advertising. He was not only committed to advertising and new media, but also paid attention to protecting his patents and making sure his products were recognized as brands. Founded in 1903, the *Verband der Fabrikanten von Markenartikeln* (The Association of Manufacturers of Branded Products), today known as the *Marken-*



verband (Brands Association), was very useful for this, and Beiersdorf was an early member. From 1905 on membership was noted on the first page of the Beiersdorf pricelist.

The advertising mechanisms that Troplowitz put in motion up until his death in 1918 were not unique in the German branded products industry, but they shaped the relationship future business leaders and boards would have to advertising: Troplowitz showed that brands and advertising make an essential contribution to emotionally binding a consumer to a product. He himself did not get to experience the worldwide success of what still today is Beiersdorf’s most important brand, NIVEA. But Oscar Troplowitz is undoubtedly the one who set the definitive course that turned a “Chemical Factory” into a globally active, successful branded product company. <<

CONTEMPORARY WITNESS QUOTE

“The feeling of calm assurance that he knew how to instill in those around him quietly awakened our trust, so that it was always easy to give him as a natural deposit what others often have to wrestle away ...”

Hamburg’s Chief Building Director Fritz Schumacher, 1918

“Last night, at age 56, our beloved and admired Dr. Oscar Troplowitz,

co-founder of our company, passed away, torn suddenly from his merriest labors by a stroke. He was a shining role model in the noble performance of his duties, a true friend and counsel, an always helpful, fatherly caretaker.”

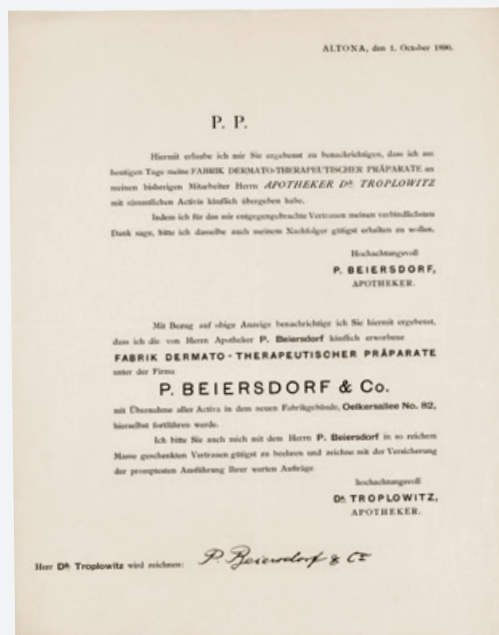
The Employees of the Chemical Factory P. Beiersdorf & Co.

Hamburg, April 28, 1918

Death announcement written for Oscar Troplowitz by his employees.

Dialogue between Beiersdorf founders

The correspondence between Oscar Tropolowitz and Paul C. Beiersdorf, which initiated the sale in June 1890, already showed the different perspectives the two pharmacists had about how to run a successful company. It was a meeting of the generations.



The pharmacists finally came to an agreement. On October 1, 1890, Dr. Oscar Tropolowitz became the sole owner of the, at that time small, company P. Beiersdorf & Co.

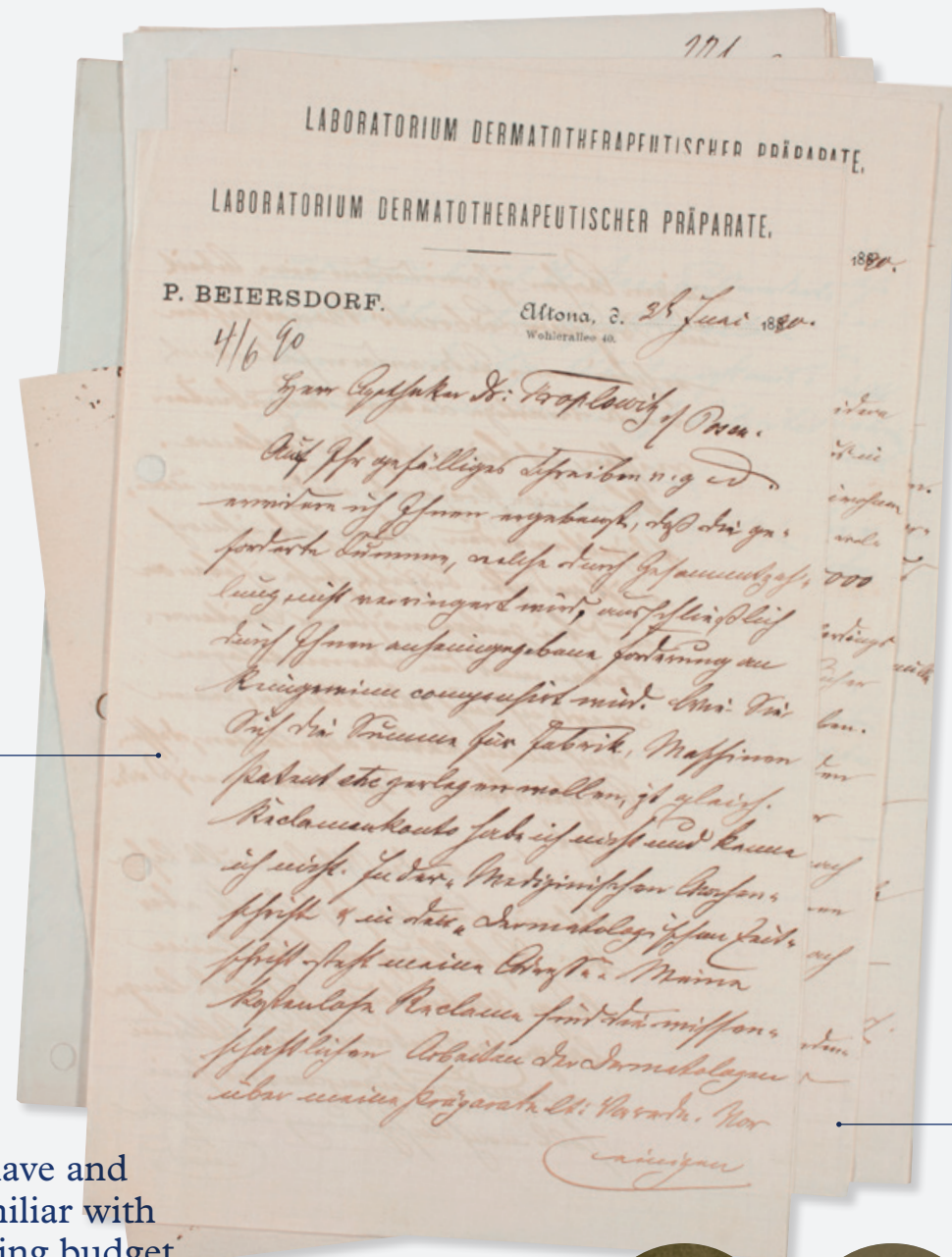
and I will write you whether the company meets your requirements.”

Tropolowitz on June 5, 1890 (reconstructed): A connection to a dermatologist of his standing can only be beneficial for the company. What monetary obligations or services in turn are part of this collaboration with Dr. Unna? In order to expand the business, the net profit must be 25,000 Marks. Do you expect this amount in the next year?

Beiersdorf by return mail: “... The net profit that you require is abnormally high. This year’s turnover should yield 15,000 Marks, however. Now I come to the question that seems strange to me, whether I had or have a business relationship with Dr. Unna or to speak plainly, if the aforementioned man receives money from me. I give you my word: No! ... I have refrained from any advertisements and that was the touchstone for the intrinsic value of the product. I could show you letters from outstanding dermatologists, which in other hands would be made public with a lot of fanfare. I’m against it.”

Tropolowitz on June 6, 1890 (reconstructed): My interest in your laboratory remains unshaken. I would very much like to continue the negotiations personally and for this reason plan a trip to Altona. Beforehand, I ask that you please send me a copy of the general ledger.

Beiersdorf to Tropolowitz on June 7, 1890: “... Let’s dispense with further written communications. I assure you that, when you take over the company, you will be making an excellent purchase. What use are all the account statements for expenses, turnover, rents, etc. if the net profit isn’t present. The most important things are the shipping department book and cash in hand.”



“I do not have and am not familiar with an advertising budget ... My free advertisements are the scientific works about my preparations by dermatologists.”

Paul C. Beiersdorf on June 3, 1890



The correspondence from the summer of 1890 between Beiersdorf and Tropolowitz

The moving world of Oscar Troplowitz

In the years between 1890 and 1918, the world changed rapidly. Technology, communication, and means of transportation experienced great changes, which Oscar Troplowitz took advantage of for his company.



The era of motorized streetcars

In 1906 Troplowitz took delivery of an automobile. At this time the majority of traffic was in the form of horse-drawn carriages. Just how revolutionary the first cars were can be seen in the prevailing conditions of the time: there were no traffic regulations, no general driver's license was required, and people refueled at pharmacies. In the following years more and more vehicles were added to Beiersdorf's fleet, which could transport up to 500 kg.



The beginning of cinema advertising

When the first films started to play in cinemas around the turn of the century, it wasn't a big step to the first cinema advertising. Under the leadership of the German commercial film pioneer, Julius Pinschewer, the film *Der Zahnteufel* (The Tooth Devil) appeared for the Beiersdorf brand Pebeco – one of the early animated advertising films in German cinema, which was also shown in Knopf's Theater at the Hamburger Spielbudenplatz.



A new kind of communication

When the Hamburg telephone network came online in 1881, there were only 206 numbers. Hamburg was one of seven German cities that had a local network. Callers were connected by manually plugging into a switchboard, as direct calls were not possible. Over time the prices went down, and the number of connections increased. Troplowitz knew the advantages of the American technology for speeding up communication. When he had the new location of Beiersdorf built in Eimsbüttel in 1892, the first telephone arrived, laying the cornerstone for a new era of communication.

IMPRINT

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