Commemorative book of the Ernesto Ventós, S.A. centenary (1916-2016)

Creativity & design: Clarà & Obert
Investigation and historical text: Natalia Piernas

Sant Just Desvern, December 2016

6 Chapter 1
Spike lavender. The origins
1916-1922

20 Chapter 2
Thyme. Essence distilling
1922-1939

32 Chapter 3
Vetiver. The development
1939-1959

46 Chapter 4
Patchouli. The consolidation
1959-1985

56 Chapter 5
Lime. The expansion
1985-2013

72 Chapter 6
Mimosa. Present and future challenges
2013-2016

1916-2016

ERNESTO VENTÓS S.A. CENTENARY

It is neither ordinary nor commonplace for a project to keep going for over a hundred years. It is proof of its solidity and sense, showing that it is well executed and has overcome the obstacles that time has placed in its path.

If a project is to survive and grow over a hundred years, it needs people who love it, believe in it, promote it, and defend it day after day. Those people are the company's soul; they give it life and bestow its unique character upon it.

Our company began with Ernest Ventós Casadevall's dream, ambition and hard work. Fortunately for us, he liked to put his thoughts down on paper. His initial trials and triumphs are therefore well documented. Reading them now, we realise that although the company was a fragile starter, it had all the energy and class of an outstanding person behind it. When its founder died prematurely, he left his project as a robust seed that would survive even war.

His son, Ernest Ventós Ravetllat, had to step in earlier than expected to take his father's ideas forward. He was an exceptional man who brought the gift of elegance to everything he did. With an honest spirit, effort, and a great business vision, Mr Ventós continued his father's work and created a solid, strong and prestigious company. He was its body and soul for over 60 years.

When I was fortunate enough to start working with him 30 years ago, I learned that ethics and honour are fundamental principles on which to develop and run a business. Together with Alex Ventós, we embarked upon a new phase replete with challenges, and we can proudly say today that the passage of time has galvanised our company and that the highest values we inherited from Mr Ventós are not material but rather his spirit, humanity and trust in good workmanship.

Our company started out as a family business, and the Ventós family is essential to it on many levels. I am honoured to be at the head of this company in its centenary year. I am moved and grateful to be here, to have been involved in developing this project and, most of all, for the trust that the Ventós family has placed in me over three generations. This book clearly shows that the family has kept the company together.

However, it is not only the passage of time that has made us older and brought us to where we are. I believe that the people who have worked with enthusiasm, effort and have given part of their life and commitment to Ernesto Ventós S.A. have also made this magnificent company what it is today. This book is testament both to the one hundred years of our history and to the coming one hundred, which we will also celebrate if we are able to uphold Ernest Ventós' spirit.

Many thanks to all those who have contributed.

Jordi Calonge
CEO of Ernesto Ventós S.A.

1

Chapter 1
Spike lavender

1916 -1922

THE ORIGINS

The story of **Ernesto Ventós S.A.** dates back to 1916, when Ernest Ventós Casadevall founded an essence distillery.

Born in Barcelona in 1894 to a middle-class family, Ernest Ventós Casadevall was the oldest of four sons. He became the man of the family on his father's premature death when Ernest was a boy.

His first job was as a bank clerk at *Crédit Lyonnais*, which gave him a fixed income and a secure position. In 1915, the year when he began planning what would later become Ernesto Ventós S.A., he was juggling his role at the bank with work as an agent for essence companies.

This sideline began to take up ever more of his time, opening up new and more exciting career prospects. It was then that the essence sector became more important, with the support of his brother Antoni who had a representative of Ylang Ylang in the Philippines.

ERNESTO VENTÓS, S/C

IMPORTACIÓN Y EXPORTACIÓN
REPRESENTACIONES

ESENCIAS, DROGAS
PRODUCTOS FARMACÉUTICOS
COLORES, ETC.

TELEGRAMAS:
EVENTOS-BARCELONA

APARTADO DE CORREOS N.º 579

TELÉFONO G-903

Ernesto Ventós
letter headings (1919).

ERNESTO VENTÓS

COMISIONES - REPRESENTACIONES
ESENCIAS DEL PAÍS Y EXTRANJERO

YLANG-YLANG "E. DIAZ & Co."
FILIPINAS

TELEGRAMAS:
EVENTOS-BARCELONA

APARTADO DE CORREOS N.º 579

Ernesto Ventós' diary 1915-1916 (Transcription of his notes).

1.

Avui ha arribat el Sr Diaz de Manila. Aquest vespre sopare segurament amb ell.

2.

dimarts 18 · maig · 15

Ahir vaig sopar amb el senyor Diaz al Hotel Espanya. Amable i franc com mai.

3.

L'entrevista Diaz produeix els seus efectes. Ja no penso marxar, penso construir aquí.

4.

Molt optimista d'acció. Crec que la propera temporada pot ser profitosa.
Veurem.

5.

Si els negocis em van bé possaré taller a fins de Novembre; car fins aleshores entre'l Sr Diaz que vindrá i les eleccións que serán el 14 Novbre, tindré el temps tot ocupat.

1.

17 May 1915
Today Mr Diaz arrived from Manila I shall probably dine with him tonight.

2.

18 May 1915
Yesterday I had dinner with Mr Diaz at Hotel España. He was as friendly and frank as ever.

3.

19 May 1915
The Diaz interview is yielding its fruits. I'm not considering leaving now; I'm thinking of building here.

4.

27 September 1915
Very optimistic action. I think next season will be very productive. Time will tell.

5.

2 October 1915
If business goes well I'll build a workshop at the end of November, with Mr Diaz coming and the elections on 14 Nov., I'll be extremely busy until then.

6.

Pot éser aquest esforç base d'un canvi d'orientació futura meva ¿pot en canvi no tenir més gueuna importancia passatgera. Veurém!
Anethol, Ylang Espanya, Insecticida, etc, etc. Mil negocis nous, perspectives inéditas ....

7.

Dijous 17 Febrer 1916
Fa molts dies que no he escrit. Els negocis molt bé. Un frasco romput d'Ylang i em guanyo unes 100 pesetes.= 100 Kilos Espigol me n'hi guanyo 75.=

8.

15 Març 1916 = dimecres
Ahir van tancar la operació dels 10.000 Kilos de Farigola. Vam també concretar en principi la Societat "Martinez i Ventós" per aquests negocis. Tinc esperança i fé de fer bons guanys.

6.

29 October 1915
Might this work be the start of a new direction? Or does it have only passing importance? Time will tell!
Anethol, Ylang Spain, insecticide, etc. etc. One thousand new businesses, unprecedented perspectives...

7.

17 February 1916
I haven't made any entries for a long time. Business is booming. One broken Ylang bottle and I earn around 100 pesetas.
100 kilos of spike lavender
I earn 75.

8.

15 March 1916
Yesterday we signed the contract for 10,000 kilos of thyme. We also came up with the company 'Martinez and Ventós' for these deals. I hope and trust it will yield good profits.

1.

Deixo el Credit Lyonnais.
M'estableixo.

La representació - en company.ia d'en Martinez - de la casa Vaquer, l'exclusiva per Franca dels Adrian i lo que ja tinc en ferm, m'asseguren per més de un any (ademés del meu actual capital - 1500 pessetes) el sou actual del Credit Lyonnais.

Necessito temps pels meus negocis, temps per quedar bé amb l'Adriau que no cal que treballi al Lyonnais, temps per al conreu de l'esperit, i un marge de temps per empreses noves que imagino.

2.

Divendres 24 Març 1916

Aquests dies les noves son moltes i totes en relació amb el meu gran ideal de negoci.

Dimarts vaig anar a sopar amb Monsieur & Madame Adrian a can Martín: molta, molta intimitat.

Tinc pendent amb ell un contracte de 3000 Kilos Farigola (1500 de ganancia) Tinc molta activitat.

3.

La lluita de si deixo o no el Lyonnais que va remoure la carta del Diaz - paternal carta - segueix violenta en mí.
En aquest moment sóc optimista i estic decidit a deixar la feina.

1.

23 March 1916
I shall leave ***Crédit Lyonnais.***
I shall set up my business.
As the agent -with Martinez- for Vaquer, the exclusive for France of Adrian and the other signed deals I have, I am assured of my current salary from ***Crédit Lyonnais*** (in addition to my capital of 1,500 pesetas) for over a year.

I need time for my business, time to make a good impression on Adrian who is unaware I work for ***Lyonnais***, time to cultivate the spirit, and some additional time for the new companies I envisage.

2.

24 March 1916
I have much news to tell, all in relation to my great business ideal.
On Tuesday I dined with Mr and Mrs Adrian at Can Martin: it was very intimate. (...)
I have a 3,000-kilo thyme contract (income of 1,500) to settle with him. I am awfully busy.

3.

April 1916
The conflict of whether to leave ***Lyonnais***, which was behind the fraternal letter from Diaz, still rages within me.
At present I am optimistic and resolved to leave the prison.

4.

Deixo 'l Lyonnais: avui
aviso a la Direcció.
Fem història:
Estava la tarda tranquil·lament escribint, quan rebo un recado de l'Adrian donant-me cita en el "Royal" per a un assumpte àsser serieux.
Ell i la senyora. Anat al Eden Concert, i amb cotxe a casa.
Quedat = marxo encarregada a Italia per la casa Adrian & Maluquer.
Fem societat amb l'Adrian. El negoci per compte i càrrec de l'Adrian. Jo un fixo de 100 Pts mensals, i comi.

5.

Dimecres 13 Septb. 1916
a les 23, a casa

Dies de feina, intensa, de negocis, de guanys.
- "Neroly sous fleurs, Musc ambrette...."
Ha arribat el representant de la casa Givaudan, el jove Barrel: bon xicot, bona casa, bones perspectives.
Demà marxa. Aquests dies a peu i en cotxe, a visitar clients, - 15.000 pessetes. Bons afers.

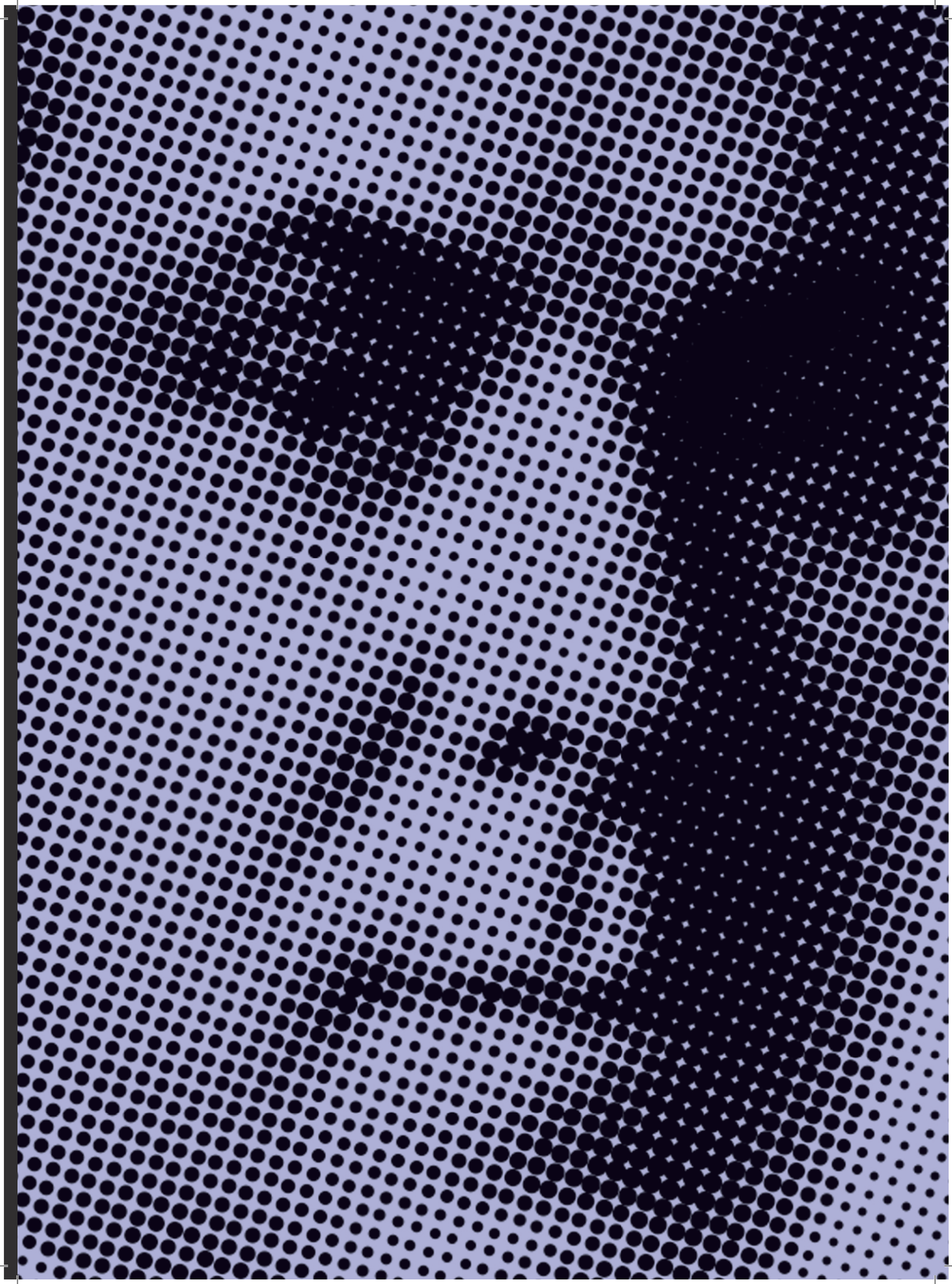
4.

5 June 1916
I am leaving ***Lyonnais***, today I shall notify Management.
We make history:
This afternoon I was quietly writing when I received a letter from Adrian asking me to meet him at the 'Royal' to discuss a very serious matter.
He and his wife. We went to the ***Eden Concert*** and then drove home.
Agreement: I am going directly to Italy for ***Adrian & Maluquer.*** We are entering a partnership with ***Adrian***. The business will be at ***Adrian's*** expense. I have a fixed monthly income of 100 pesetas plus commissions.

5.

13 September 1916
Days of intense work, business, and profit.
"Neroly sous fleurs, Musc ambrette..."
The ***Givaudan*** representative, young Barrel, has arrived: good lad, good firm, good prospects. Tomorrow he departs. I have spent these days visiting clients on foot and by car. 15,000 pesetas. Good business.

In 1916 he set up his own company to distil Spanish essences with the legal structure of a limited partnership, which later became an individual company in 1920.



Ernest Ventós Casadevall
forged business relations with
the company Givaudan in 1916.
The picture shows Xavier Givaudan
and other members of the Swiss
company on a trip to Barcelona.

The correspondence between Ernest Ventós Casadevall and his wife Manuela Ravetllat during his early business trips tell us a great deal about his prolific business dealings during those initial years. He went frequently to Madrid, Valencia, Murcia, Seville and elsewhere, forging relations with some of the sector's big names such as Adrián, Maluquer and Myrurgia, and Swiss company Givaudan.

2

Chapter 2

Thyme

1922-1939

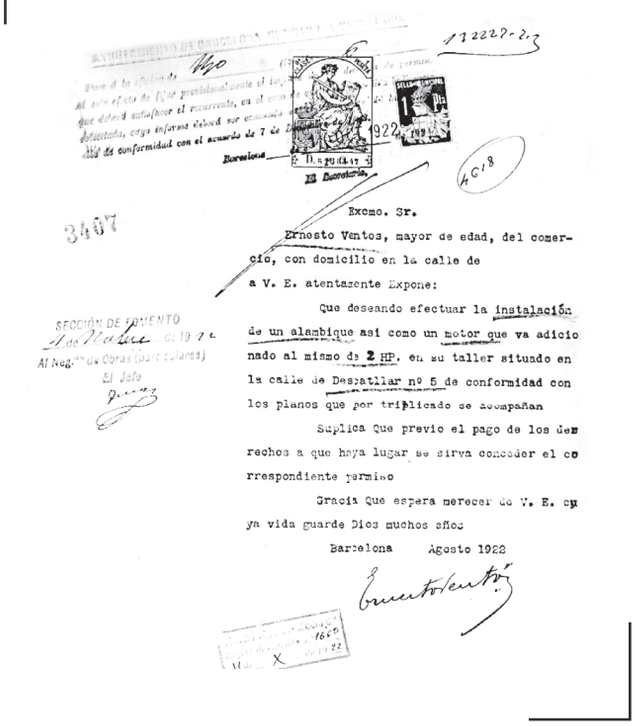
ESSENCE DISTILLING

In 1922, Ernest Ventós Casadevall applied to Barcelona City Council for permission to install a 2-horsepower electric engine and a 350-litre copper plate still to distil essential oils at his workshop on Carrer Descatllar No. 5 in the neighbourhood of Sants.

Portrait of Ernest Ventós Casadevall.

The electric engine and the still were on the ground floor of the building. The finished product and the essences were kept well away from the still. The family home was on the first floor of the building.

1.



Excmo. Sr.

Ernesto Ventos, mayor de edad, del comercio, con domicilio en la calle de a V. E. atentamente Expone:

Que deseando efectuar la instalación de un alambique asi como un motor que va adicionado al mismo de 2 HP. en su taller situado en la calle de Descatllar nº 5 de conformidad con los planos que por triplicado se acompañan

Suplica Que previo el pago de los derechos a que haya lugar se sirva conceder el correspondiente permiso

Gracia Que espera merecer de V. E. cuya vida guarde Dios muchos años

Barcelona Agosto 1922

Ernesto Ventós

2.

R.FOL. 361

AÑO 1922

AYUNTAMIENTO CONSTITUCIONAL DE BARCELONA

Comisión de Fomento Núm. 3280

Negociado de Obras (particulares)

EXPEDIENTE de permiso a D. Ernesto Ventós instalar electro motor con alambique casa nº 5 calle de Descatllar (Sants)

3.

Ayuntamiento Constitucional de Barcelona

SECCIÓN DE INDUSTRIAS PARTICULARES

NÚM.

En cumplimiento del acuerdo de V. E. tomado en Consistorio de 7 de Diciembre de 1907, cúmpleme informar que los derechos de permiso para la instalación en la casa número 5 de la C. Descatllar a que se contrae la instancia que procede suscrita por D. Ernesto Ventos en el caso de ser concedida la licencia, deberán ser los siguientes:

Por instalar un Alambique; ciento veinticinco pts.
Por instalar un electro-motor de dos caballos; sesenta pts.
Total: Ciento ochenta y cinco

sin perjuicio de lo que resulte de la inspección que a su debido tiempo se verifique.

Es cuanto tengo el honor de informar a V. E. acerca de este asunto.

Barcelona 13 de Octubre de 1922

El Ingeniero Jefe de Sección,

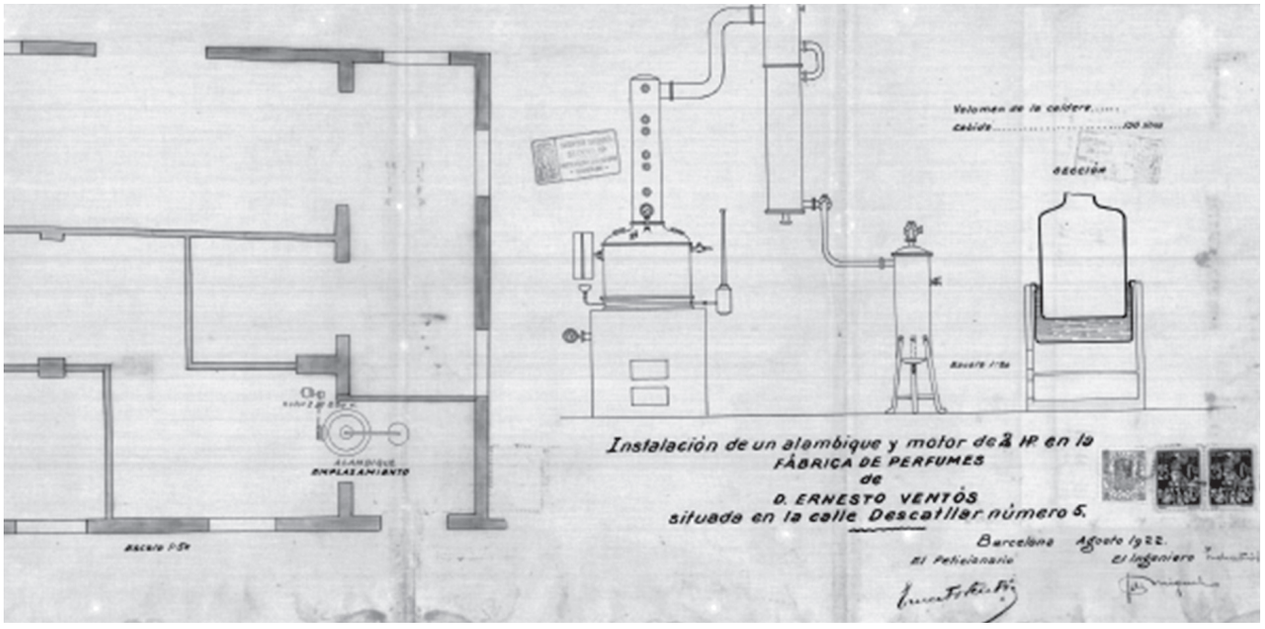
CONTADURÍA 14 OCT. 1922 INTERVENCIÓN FISCAL

1/2/3.

Various images of the building work records of 1922, granting Ernest Ventós Casadevall permission to install a 2-horsepower electric engine and a still in the house on Carrer Descatllar No. 5 (Sants).

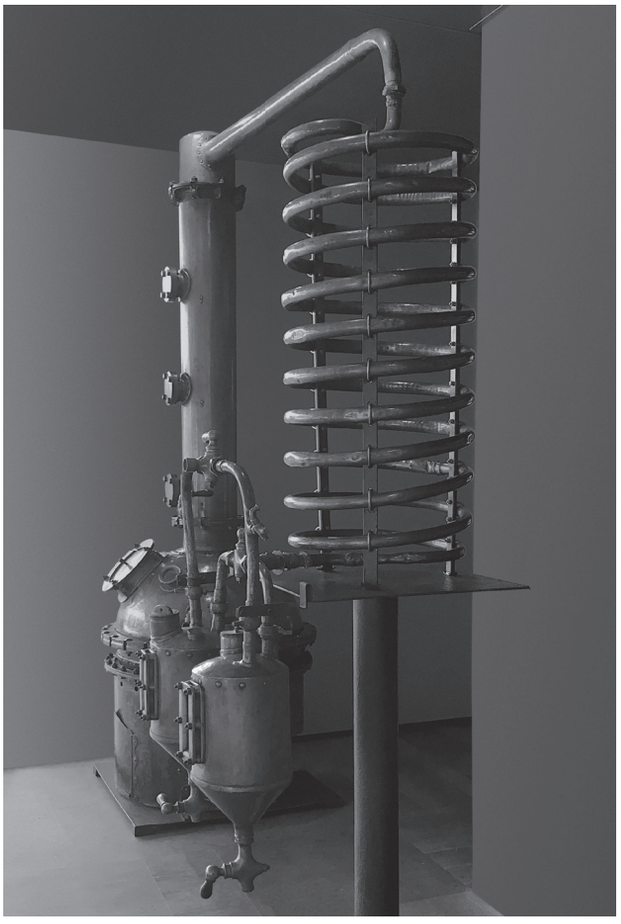
Barcelona Contemporary Municipal Archive.

4.



Ernest Ventós Casadevall worked with good quality raw materials that he sourced from Valencia, Murcia, Andalusia and Castile: spike lavender, rosemary, thyme, eucalyptus, lemon and orange. He also started fractional distillation, obtaining natural thymol from thyme and eucalyptol from eucalyptus.

5.

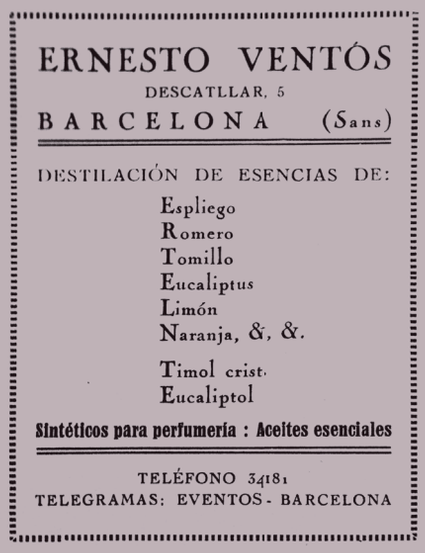


4/5.

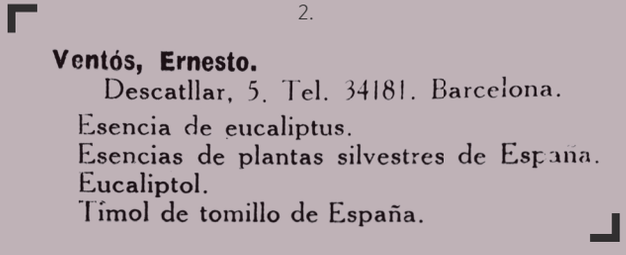
Original still used by
Ernest Ventós Casadevall
to distil Spanish essences.

In 1932, Ernest Ventós Casadevall was a member of the board of the National Union of Essence Producers. Some of the major Spanish companies in the sector were *Destilerías Adrián-Klein, S.A.* (Benicarló), *Maluquer S. en C.* (Badalona), *Destilerías Mauricio Carbonell, S.A.* (Barcelona), *Destilaciones Bordas Chinchurreta, S.A.* (Sevilla), *Destilaciones García de la Fuente S.A.* (Granada), *Adolfo Ros* (Málaga), *Florfé S.A.* (Jaén), *Ramón Sánchez García* (Alicante), *Rafael Sánchez López* (Granada) *and Manuel Sánchez Ruiz* (Madrid).

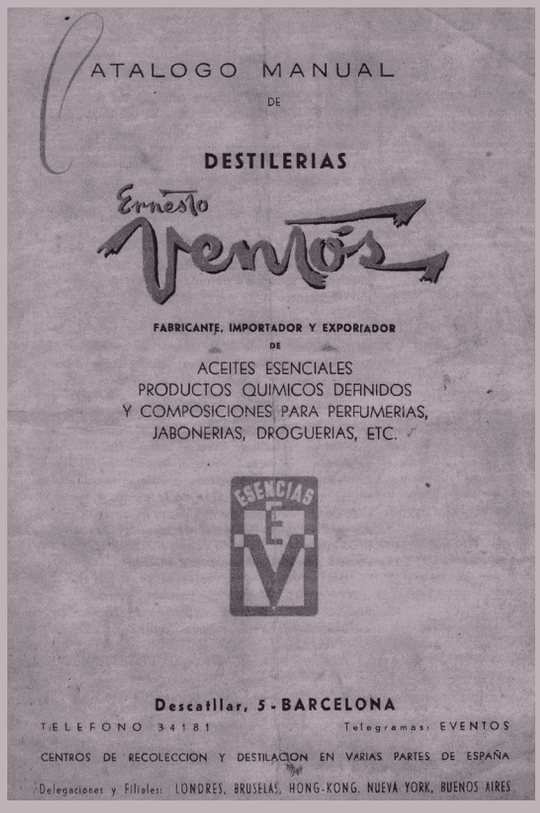
1.



2.



3.



1/2.
Advertisements that Ernesto Ventós Casadevall placed in the *Anuario de Industrias Químicas* (Chemical Industries Yearbook) (1932).

3.
Old Ernesto Ventós catalogue cover.

Besides work, Ernest Ventós Casadevall had two main interests: *painting and politics.*

As a landscape painter he exhibited works at the *Belles Arts* in 1910, 1911 and 1920, and at the art exhibition of the *Círculo Artístico de Barcelona* in 1915. It is a little known fact that he designed the company's first labels himself.

His political career got off the ground in the 1920s and 1930s when he became a delegate of the government commissioner to wind up the Barcelona International Exposition of 1929. On 12 April 1931, he was elected to be councillor and deputy mayor of Barcelona City Council, where he played a particularly important role on the Museums Board.

He was head of procurement and later head of finance at the City Council, as well as head of the minority left-wing group *Esquerra*.

On 30 January 1933, Ernest Ventós Casadevall died of lung disease when he was only 39. His death was a great loss. The council received telegrams and condolences from other councils and citizen groups, and the turnout for his funeral was huge, as can be seen from the photos taken by press photographer Carlos Pérez de Rozas.

In both business and politics, Ernest Ventós Casadevall had earned the respect and esteem of his friends, colleagues and customers, who remembered him as an intelligent, honest and very hard-working man.

On 25 June 1933, the Plaça del Centre in between the Barcelona neighbourhoods of Sants and Les Corts was renamed Plaça d'Ernest Ventós in homage to him. Members of the City Council and a large audience attended the official ceremony. Francesc Macià, president of the regional government of Catalonia (the Generalitat), Lluís Companys, then minister of the Spanish government and future successor of Macià, and Dr Jaume Aiguader, mayor of Barcelona, were all visitors to the deceased's family - his widow, Manuela Ravetllat, and their three children Ernest, Núria and Raquel.

In September of the same year Manuela Ravetllat also passed away, leaving the three children orphaned. Manuela had entrusted the children's care to her brother Josep Ravetllat and sister-in-law Montserrat Bertrana. The couple and their own two sons Jordi and Ernest moved out of their home in Sant Boi de Llobregat and into the house on Carrer Descatllar.

When civil war broke out they left Sants for the town of Argentona to live in the house they had inherited from their parents. They were difficult times of increasing scarcity, and war forced Josep Ravetllat to flee Spain, first to France and then to Switzerland. It therefore fell to Montserrat to take charge of the family, with the help of her nephew Ernest Ventós Ravetllat.

3

Chapter 3

Vetiver

1939-1959

THE DEVELOPMENT

After the war, the Ventós and Ravetllat families went back to Barcelona. The house and essence workshop on Carrer Descatllar had been severely damaged during the war and all that was left were a few bottles.

In 1942 he married Maria Omedes Calonja, who he had met in Argentona. In the early years of their marriage the couple lived in the house on Carrer Descatllar, from where they continued running the essence business. They would have eight children.

Despite the numerous difficulties entailed by the autarchic economic policy in post-war Spain, Ernest Ventós Ravetllat found a way to enter business relations with foreign customers and suppliers and import essential oils for his company. He first became an agent for Robertet from Grasse (France). The company used raw materials to make perfumes and Ernest Ventós Ravetllat built not only a significant business relationship but also a friendship with them. He was their agent for 36 years, until Robertet opened a subsidiary in Spain.

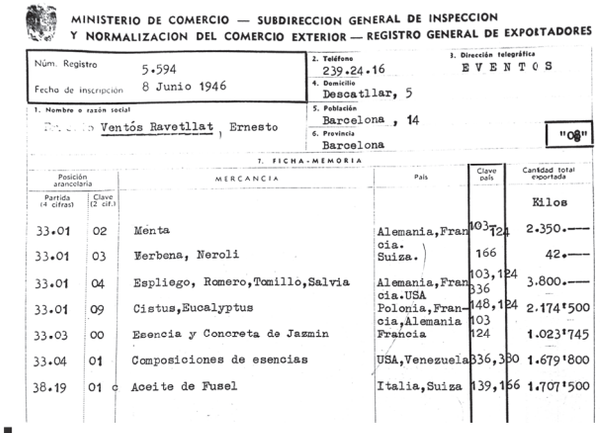
His friendship with perfumer Arturo Jordi Pey was definitive in the next phase of his life: Jordi Pey had been the agent for Firmenich in Spain since 1933, a position that Ernest Ventós would later take over from him.

In the mid-twentieth century, Firmenich was already one of the world's leading perfumery companies. When civil war broke out, Jordi Pey had gone to Geneva where he stayed until the conflict ended, making perfume compositions and developing his creative talent. After the war he joined Firmenich as a perfumer in Geneva, and to replace him as their agent in Spain he recommended Ernest Ventós Ravetllat. From 1948 onwards, therefore, Mr Ventós was in charge of consolidating the sale of Firmenich's products in Spain.

He was soon known for the skills that would make him a reference point in the industry. Ventós was clever, honest and upstanding, with a far-reaching business vision and instinct. In 1952 he joined the Board of Directors to set up an Independent Trade Union for the Perfume and Related Industries. This group paved the way for perfumery to be recognised as a distinct sector to the chemical industries in the legal framework of the Spanish Trade Union Organisation (the *'Sindicato Vertical'*). It was also the seed of the future National Association of Perfumery and Cosmetics (STANPA), which remains to this day the trade union for companies that manufacture and distribute perfumes and cosmetics in Spain.

VETIVER

1.



MINISTERIO DE COMERCIO — SUBDIRECCION GENERAL DE INSPECCION
Y NORMALIZACION DEL COMERCIO EXTERIOR — REGISTRO GENERAL DE EXPORTADORES

Núm. Registro 5.594
Fecha de inscripción 8 Junio 1946

2. Teléfono 239.24.16
3. Dirección telegráfica EVENTOS
4. Domicilio Descatllar, 5
5. Población Barcelona , 14
6. Provincia Barcelona

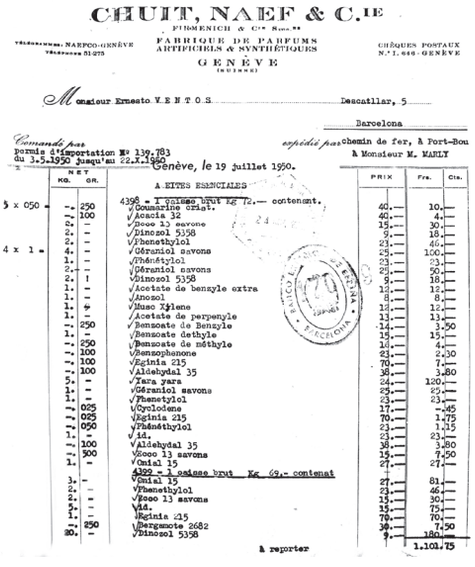
1. Nombre o razón social [illegible] Ventós Ravetllat, Ernesto

"08"

7. FICHA-MEMORIA

Posición arancelaria Partida (4 cifras)	Clave (2 cif.)	MERCANCIA	País	Clave país	Cantidad total exportada Kilos
33.01	02	Menta	Alemania,Francia. Suiza.	103,124 166	2.350.— 42.—
33.01	03	Herbena, Neroli			
33.01	04	Espliego, Romero,Tomillo,Salvia	Alemania,Francia.USA	103,124 336	3.800.—
33.01	09	Cistus,Eucalyptus	Polonia,Francia,Alemania	148,124 103	2.174'500
33.03	00	Esencia y Concreta de Jazmin	Francia	124	1.023'745
33.04	01	Composiciones de esencias	USA,Venezuela	336,380	1.679'800
38.19	01 c	Aceite de Fusel	Italia,Suiza	139,166	1.707'500

2.



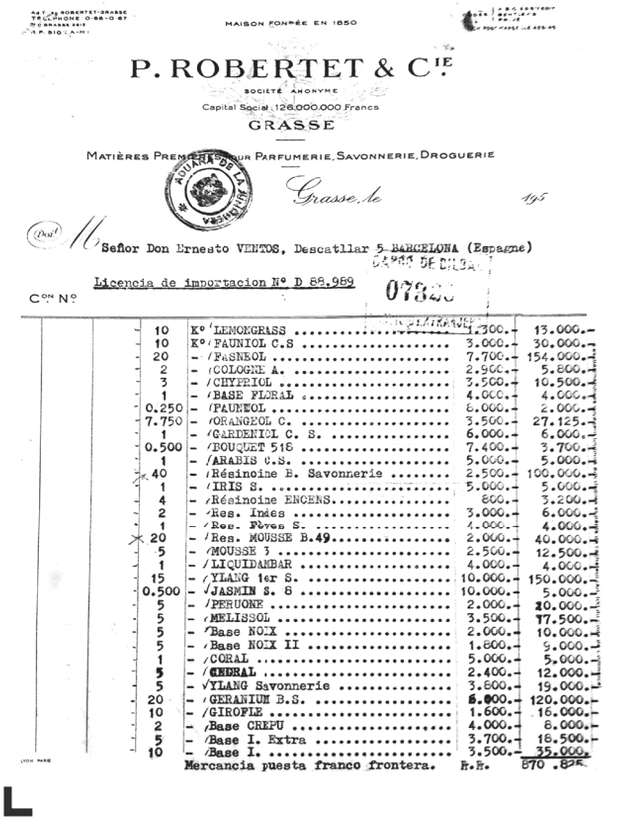
CHUIT, NAEF & C.IE
FIRMENICH & Cie Succrs
FABRIQUE DE PARFUMS ARTIFICIELS & SYNTHETIQUES
GENÈVE (SUISSE)
CHÈQUES POSTAUX N.° I. 646 - GENÈVE

Monsieur Ernesto V.E.N.T.O.S. Descatllar, 5
Barcelone

Commande par [illegible] expédié par Chemin de fer, A Port-Bou
permis d'importation N° 139.783 A Monsieur M. MARLY
du 3.5.1950 jusqu'au 22.X.1950
Genève, le 19 juillet 1950.

NET KG.	NET GR.	ARTICLES ESSENCIALES	PRIX	Frs.	Cts.
5 x 050 =	— 250	4398 - 1 colisse brut Kg 72.— contenant.			
	— 100	√Acacia 32	40.—	10.—	
	2. —	√Coco 13 savons	15.—	30.—	
	2. —	√Dimozol 5358	9.—	18.—	
	2. —	√Phénéthylol	23.—	46.—	
4 x 1 =	4. —	√Géraniol savons	25.—	100.—	
	1. —	√Phénétylol	23.—	23.—	
	2. —	√Géraniol savons	25.—	50.—	
	2. 1	√Dimozol 5358	9.—	18.—	
	1. —	√Acetate de benzyle extra	18.—	18.—	
	1. —	√Anosol	8.—	8.—	
	1. 4	√Musc Xylène	12.—	12.—	
	1. —	√Acetate de perpenyle	13.—	13.—	
	— 250	√Benzoate de Benzyle	14.—	3.50	
	1. —	√Benzoate dethyle	15.—	15.—	
	— 250	√Benzoate de méthyle	16.—	4.—	
	— 100	√Benzophanone	23.—	2.30	
	— 100	√Eginia 215	70.—	7.—	
	— 100	√Aldehydal 35	38.—	3.80	
	5. —	√Iara yara	24.—	120.—	
	1. —	√Géraniol savons	25.—	25.—	
	1. —	√Phenetylol	23.—	23.—	
	— 025	√Cyclodene	17.—	—.45	
	— 025	√Eginia 215	70.—	1.75	
	— 050	√Phénéthylol	23.—	1.15	
	1. —	√id.	23.—	23.—	
	— 100	√Aldehydal 35	38.—	3.80	
	— 500	√Coco 13 savons	15.—	7.50	
	1. —	√Dmial 15	27.—	27.—	
		4399 - 1 colisse brut Kg 69.— contenat			
	3. —	√Dmial 15	27.—	81.—	
	2. —	√Phenethylol	23.—	46.—	
	2. —	√Coco 13 savons	15.—	30.—	
	5. —	√id.	15.—	75.—	
	1. —	√Eginia 215	70.—	70.—	
	— 250	√Bergamote 2682	30.—	7.50	
	20. —	√Dimozol 5358	9.—	180.—	
		à reporter		1.101,75	

3.



MAISON FONDÉE EN 1850

P. ROBERTET & C.IE
SOCIÉTÉ ANONYME
Capital Social 126.000.000 Francs
GRASSE
MATIÈRES PREMIÈRES POUR PARFUMERIE, SAVONNERIE, DROGUERIE

ADUANA DE LA JUNQUERA

Grasse, le 195

Señor Don Ernesto VENTOS, Descatllar 5 BARCELONA (Espagne)

Licencia de importacion N° D 88.989 DIRECCION GENERAL DE ADUANAS
Con N° 07820

10	K°	LEMONGRASS	1.300.—	13.000.—
10	K°	/FAUNIOL C.S	3.000.—	30.000.—
20	—	/FASNEOL	7.700.—	154.000.—
2	—	/COLOGNE A.	2.900.—	5.800.—
3	—	/CHYPRIOL	3.500.—	10.500.—
1	—	/BASE FLORAL	4.000.—	4.000.—
0.250	—	/FAUNEOL	8.000.—	2.000.—
7.750	—	/ORANGEOL C.	3.500.—	27.125.—
1	—	/GARDENIOL C. S.	6.000.—	6.000.—
0.500	—	/BOUQUET 518	7.400.—	3.700.—
1	—	/ARABIS C.S.	5.000.—	5.000.—
40	—	/Réminoine B. Savonnerie	2.500.—	100.000.—
1	—	/IRIS S.	5.000.—	5.000.—
4	—	/Réminoine ENCENS.	800.—	3.200.—
2	—	/Res. Indes	3.000.—	6.000.—
1	—	/Res. Fèves S.	4.000.—	4.000.—
20	—	/Res. MOUSSE B.49	2.000.—	40.000.—
5	—	/MOUSSE 3	2.500.—	12.500.—
1	—	/LIQUIDAMBAR	4.000.—	4.000.—
15	—	/YLANG 1er S.	10.000.—	150.000.—
0.500	—	/JASMIN S. 8	10.000.—	5.000.—
5	—	/PERUONE	2.000.—	10.000.—
5	—	/MELISSOL	3.500.—	17.500.—
5	—	/Base NOIX	2.000.—	10.000.—
5	—	/Base NOIX II	1.800.—	9.000.—
1	—	/CORAL	5.000.—	5.000.—
5	—	/GENERAL	2.400.—	12.000.—
5	—	/YLANG Savonnerie	3.800.—	19.000.—
20	—	/GERANIUM B.S.	6.000.—	120.000.—
10	—	/GIROFLE	1.600.—	16.000.—
2	—	/Base CREPU	4.000.—	8.000.—
5	—	/Base I. Extra	3.700.—	18.500.—
10	—	/Base I.	3.500.—	35.000.—
		Mercancia puesta franco frontera.	P.N.	870 .875

1.

Ministry of Commerce.
General Register of Exporters:
company data for
Ernesto Ventós, 1946.

2.

Invoice from the company
Chuit, Naef & Cie,
later Firmenich (1950).

3.

Invoice from the company
P. Robertet & Cie (1955).

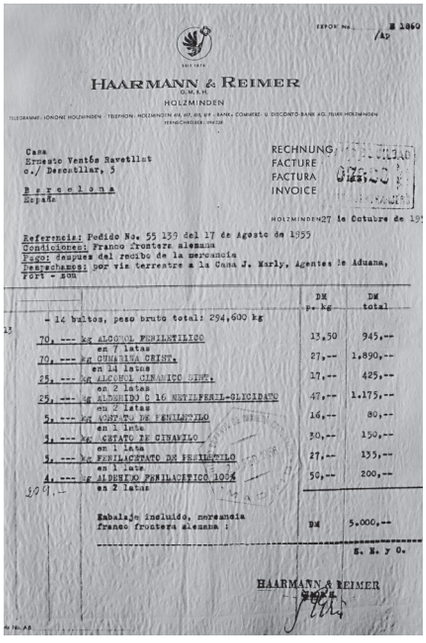
4.

CAPITALE SOCIALE INT. VERSATO L.50.000.000

Esperis s.a.

STABILIMENTO della Ravona

5.


HAARMANN & REIMER

O.H.G.

HOLZMINDEN

Casa
Ernesto Ventós Ravetllat
c./ Escatllar, 5

B a r c e l o n a
España

RECHNUNG
FACTURE
FACTURA
INVOICE

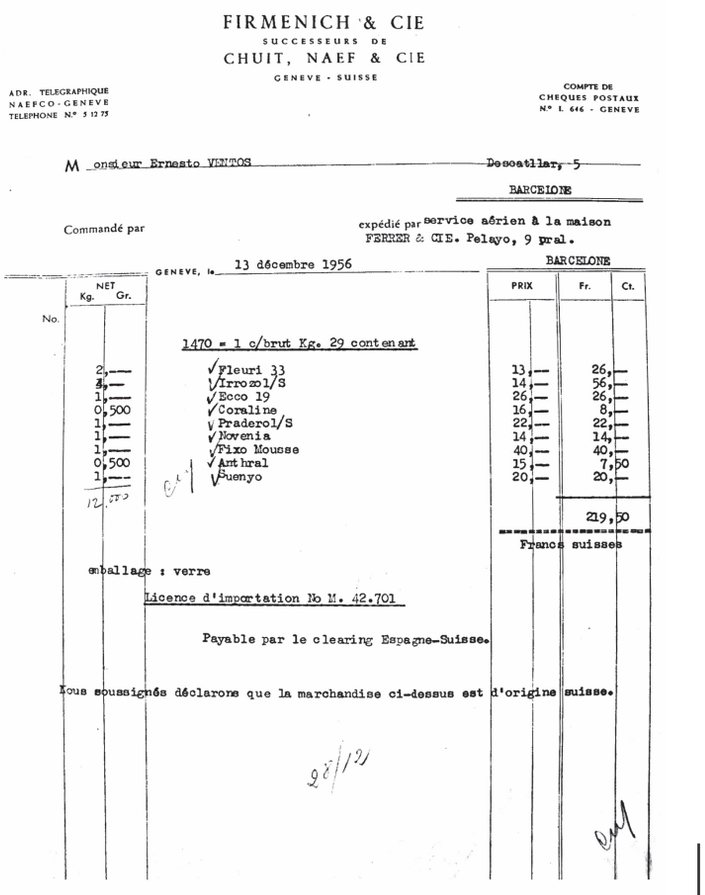
HOLZMINDEN, 27 de Octubre de 19

Referencia: Pedido No. 55 139 del 17 de Agosto de 1955
Condiciones: Franco frontera alemana
Pago: despues del recibo de la mercancia
Despachamos: por via terrestre a la Casa J. Marly, Agentes de Aduana,
Port - son

	DM p. kg	DM total
= 14 bultos, peso bruto total: 294,600 kg		
70,--- kg ALCOHOL FENILETILICO en 7 latas	13,50	945,--
70,--- kg CUMARINA CRIST. en 14 latas	27,--	1.890,--
25,--- kg ALCOHOL CINAMICO CRIST. en 2 latas	17,--	425,--
25,--- g ALDEHIDO C 16 METILFENIL-GLICIDATO en 2 latas	47,--	1.175,--
5,--- kg ACETATO DE FENILETILO en 1 lata	16,--	80,--
3,--- kg ACETATO DE CINAMILO en 1 lata	50,--	150,--
5,--- kg FENILACETATO DE FENILETILO en 1 lata	27,--	135,--
4,--- g ALDEHIDO FENILACETICO 10% en 2 latas	50,--	200,--
Embalaje incluido, mercancia franco frontera alemana :	DM	5.000,--
		E. E. y O.

HAARMANN & REIMER

6.


FIRMENICH & CIE

SUCCESSEURS DE

CHUIT, NAEF & CIE

GENEVE - SUISSE

ADR. TELEGRAPHIQUE
NAEFCO - GENEVE
TELEPHONE N.° 5 12 75

COMPTE DE CHEQUES POSTAUX
N.° I. 646 - GENEVE

M onsieur Ernesto VENTOS — Escatllar, 5
BARCELONE

Commandé par

expédié par service aérien à la maison FERRER & CIE. Pelayo, 9 pral. BARCELONE

GENEVE, le 13 décembre 1956

No.	NET Kg.	Gr.		PRIX	Fr.	Ct.
			1470 = 1 c/brut Kg. 29 contenant			
	2,—		√Fleuri 33	13,—	26,	—
	4,—		√Irrozol/S	14,—	56,	—
	1,—		√Ecco 19	26,—	26,	—
	0,500		√Coraline	16,—	8,	—
	1,—		√Praderol/S	22,—	22,	—
	1,—		√Novenia	14,—	14,	—
	1,—		√Fixo Mousse	40,—	40,	—
	0,500		√Anthral	15,—	7,50	
	1,—		√Suenyo	20,—	20,	—
	12,5				219,50	

Francs suisses

emballage : verre

Licence d'importation No M. 42.701

Payable par le clearing Espagne-Suisse.

Nous soussignés déclarons que la marchandise ci-dessus est d'origine suisse.

28/12

4.

Invoice from the company Esperis S.A. in Milan (1956).

5.

Invoice from German company Haarmann & Reimer (1955).

6.

Invoice from Swiss company Firmenich (1956).

Despite the constraints of dictatorship, in the 1950s Ernest Ventós Ravetllat was able to achieve his exporting ambition, making an annual average of 700,000 pesetas, which was no small sum at the time.

His business is described in a document from 1956 which sets out the company situation at that time:

Mr Ernesto Ventós Ravetllat, Director-Owner of the essence distillation company that bears his name and was constituted in the year 1916 to distil essences from Spain and manufacture essences for indoor and outdoor use, perfumery, soap-making, etc. The company has 12 permanent employees and a further 25 temporary workers for distillation in the field, with capital of three million pesetas. Its annual turnover is approximately twelve million pesetas.

In 1958, as the City Council was planning to extend the nearby Avinguda de Madrid, Mr Ventós Ravetllat agreed to transfer his property on Carrer Descatllar to the Council in exchange for the remaining part of the same street so that he could build adjoining units for the factory.

4

Chapter 4

Patchouli

1959-1985

THE CONSOLIDATION

The 1960s was marked by the release in Spain of two films by the company Firmenich. As the agent for the Swiss firm, Ernest Ventós Ravetllat was in charge of all the organising.

In 1961, the documentary *Síntesis* ('Synthesis') was released, and in 1968, during Perfumes and Cosmetics Week in Barcelona, the second documentary premiered - *La materia y el espíritu* ('Matter and spirit'), which had a significant impact on the perfumes and aromas industry.

1.

2.

1.

Robert Firmenich arriving in Spain for the release of the film ***Sintesis*** (1961). He is with Ernest Ventós Ravetllat and Arturo Jordi Pey.

2.

Robert Firmenich arriving at Barcelona airport for the release of the film ***La materia y el espíritu***. He was met by Ernest Ventós Ravetllat and Arturo Jordi Pey (1968).

In December 1973, Ernesto Ventós went from being an individual company dealing in essences to become *Ernesto Ventós, Sociedad Anónima* (a limited company), based at Avinguda de Madrid, 211-213, Barcelona. The company's mission was to 'extract, manufacture, sell, promote and distribute essences and chemicals'.

Over the course of the 1970s and 1980s, the company consolidated its position as the agent for Firmenich and Robertet, which made it a key player in fragrance and aroma distribution.

Throughout his career, Ernest Ventós Ravetllat passed on his defining personal values: integrity, ethics, helping people, humanity, discretion, trust, perseverance at work, and effort.

I have been living the adventure of essences from a very early age.
When I was just 10, I would watch my father making thymol and eucalyptol in a small still.

Later, shortly after the Spanish civil war, almost 50 years ago, I entered the wonderful world of distilling in Spain. I remember those nights in the villages of the central Spanish plateau, enveloped by the aroma of spike lavender and clean air, under stars that shine more brightly. It is very cold there, but one is surrounded by the warmth of the hardy, noble countryfolk.

Working with Firmenich Spain I discovered a new world, in which the simplified essences that we dealt in were a small part of our business. It was there that I discovered research and the efforts it requires, the organisation, the perfumers' art of creation and the flavourists with their fantasy and inspiration, the will to succeed and a company where, in addition to all these values, there was one that I believe to be fundamental: the human value, the feeling of friendship and understanding, of personal affection, trust and honourability.

I spent many years there and knew three generations of Firmenich owners, with the pride of being a friend to each generation.

Ernesto Ventós Ravetllat

5

Chapter 5

Lime

1985-2013

THE EXPANSION

The year 1985 marked a turning point in the history of Ernesto Ventós S.A. Mr Ventós sold his business to Swiss firm Firmenich, which was seeking a base in Spain to harness the potential of the country joining the European Economic Community.

Stage one of Jordi Calonge's business strategy was to take on new people to build a young team that could take the company forward. The first new recruit was Máximo Mate as warehouse manager, a position he still holds today. The goal was to build a commercial and customer service structure to operate on the domestic market of raw materials for fragrances and aromas.

EVSA's first offices were on the sixth floor of Avinguda de Madrid, 211-213. The warehouse was located in a nearby underground car park on Carrer Guitard at the intersection with Carrer Robrenyo, in Barcelona. The quantity of products distributed ranged from 200 to 400 kilos a day.

During that decade, the number of products in the catalogue went up to 13, of which 6 were natural (patchouli, lemon, menthol, sandalwood, eucalyptus and orange) and 7 synthetic (hedione®, synthetic citral, cis-3-hexenol, benzyl acetate, aldehyde C-14 and coumarin). Natural products accounted for 30% of the turnover and synthetic products 70%.

The new era had got off to a good start and the company was growing steadily. It soon needed more staff and more space for them to work in as they had outgrown the premises on Avinguda de Madrid. Therefore, in 1988 the company bought a plot of land on the Femades industrial estate in Cornellà.

In July 1990, EVSA moved to its new premises in Cornellà, where sales, management and warehousing were centralised. Other team members who joined in that period and are still with the company are Ernest Costa (finance department), Gustavo Martín (whose first job was in the warehouse), and Gemma Parramon (quality control).

The first cargo lift was bought for the warehouse and the first gas chromatograph for the laboratory.

The Sant Just warehouse was split into several areas: a refrigeration zone to keep essences in optimal conditions, an inflammables area, repackaging, laboratory, reception and the Ventós dispatch area. Tanks with a 35,000 litres capacity were also built. In March 2001, with the works complete, the company moved its headquarters from Cornellà to Sant Just.

That same year, EVSA opened its first overseas subsidiary, Ventós do Brasil in Sao Paulo. By then exports accounted for 65% of turnover, 25% of which went to Latin America. A logistics platform was thus created to meet demand in that region as quickly as possible. In the coming years the company continued to expand overseas, opening offices and warehouses in China and Mexico in 2011 and acquiring French company Prodasynth, an aroma chemicals manufacturer in 2013.

Construction of the new building
Ventós in Sant Just Desvern (2007).

Over the first decade of the 21st century, staff numbers continued to grow in line with turnover and the catalogue. EVSA distributed products from the world's leading companies in the sector: IFF, BASF, PFW, PT INDESSO, NIPPON ZEON, SYNAROME, PCAS, FIRMENICH, MIGUEL PARRA, KAO, HINDUSTAN POLYAMIDES, DSM, BALLER, PQA, MILTITZ, RARO'S, KELKAR, and more.

Yet again it was outgrowing its premises so a new building was built next door, currently the Ventós head offices, on Carretera Reial in Sant Just Desvern. The building was inaugurated in 2008. As growth continued however, a further two warehouses had to be built near the headquarters.

Ernest Ventós Ravetllat and Jordi Calonge at the opening of the new premises in Sant Just Desvern, 2008.

6

Chapter 6
Mimosa

2013-2016

PRESENT AND FUTURE CHALLENGES

In 2013, EVSA bought company Myrurgia's former warehouses in Sant Just Desvern and renovated and refurbished them to make them into the modern automated warehouse it is today.

Divided into various areas to store and process products, the warehouse covers 30,000m2 and has the capacity for over four thousand pallets. The new automated facilities were inaugurated in 2014.

1.

2.

3.

1/2.

The various warehouse zones have the capacity to stock over 2,000 products.

3.

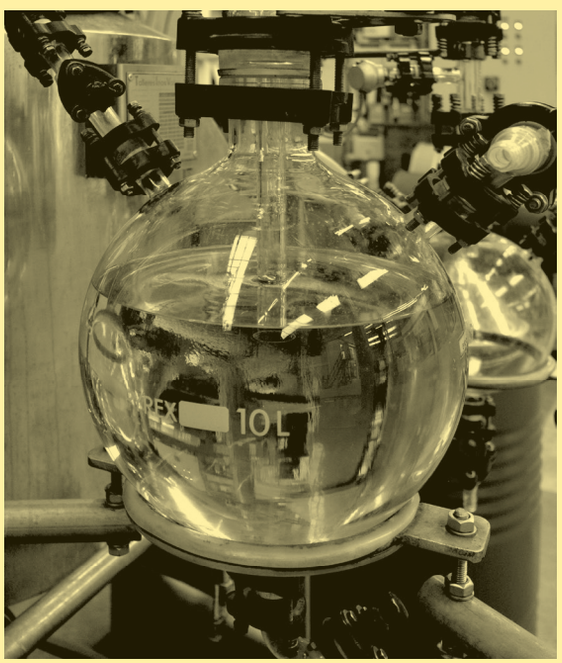
The new warehouse facilities are fully automated.

All goods that arrive daily at Ventós go through reception and quality control. The laboratory carries out physical and chemical, chromatographic and organoleptic analyses. Both the original samples and the goods received are analysed to ensure quality and traceability.

The natural product facility was another step forward for Ventós. In 2010 it had bought a warehouse on Carrer Monturiol in Sant Just, behind the current Ventós headquarters, to store flammable products. In 2015, work began to transform the old warehouse into a distillation plant for natural products. It is now equipped with cutting-edge technology and combines traditional and molecular distillation, using only top quality products with high added value.

1.

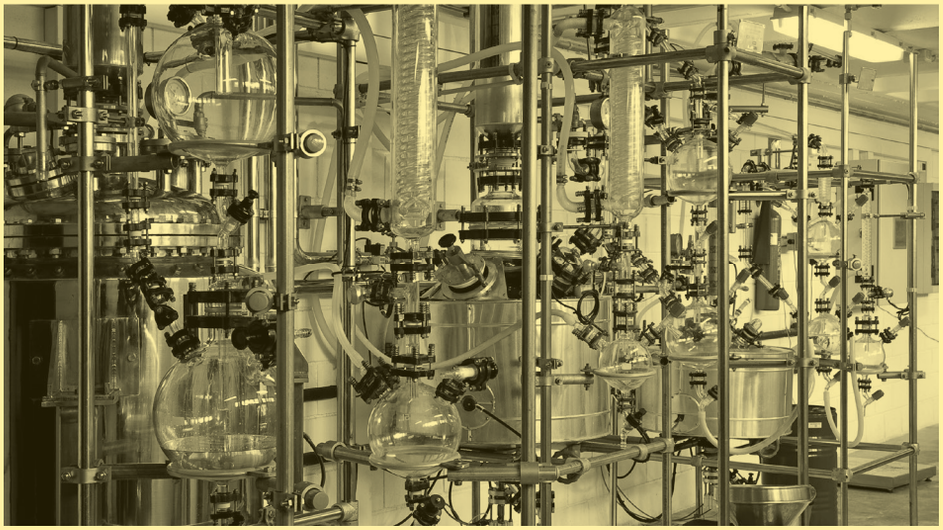
2.



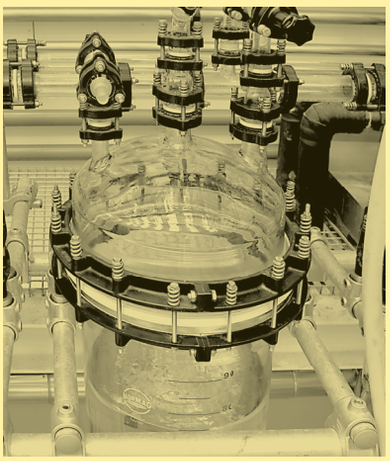
1.

The Ventós laboratory carries out quality control.

3.



4.



5.

2/5.

Images of the new Ventós naturals production plant (2016) which combines traditional and molecular distillation.

From its headquarters in Sant Just Desvern, Ventós leads the sector of raw materials for fragrances and aromas. The ultimate mission of its 180-strong team including HQ and the regional offices in Brazil, China, Mexico and France, is still to provide a service, working together to carry on the dream that Ernest Ventós Casadevall brought to life in 1916.

1.

2.

3.

4.

5.

6.

7.

8.

9.

1.

Ventós Sant Just.
I.T. Department

2.

Ventós Sant Just.
Financial Department

3.

Ventós Sant Just. Warehouse

4.

Ventós Sant Just. Warehouse

5.

Ventós Sant Just.
Sales Department

6.

Ventós, Esencias y Químicos, S.A de C.V (Mexico)

7.

Prodasynth SAS (France)

8.

Ventós Shanghai Ltd. (China)

9.

Ventos do Brasil Ltda.(Brazil)

CATALOGO MANUAL

DE

DESTILERIAS

Ernesto Ventós

FABRICANTE, IMPORTADOR Y EXPORTADOR

DE

ACEITES ESENCIALES
PRODUCTOS QUIMICOS DEFINIDOS
Y COMPOSICIONES PARA PERFUMERIAS,
JABONERIAS, DROGUERIAS, ETC.

Descatllar, 5 - BARCELONA

TELEFONO 34181 Telegramas: EVENTOS

CENTROS DE RECOLECCION Y DESTILACION EN VARIAS PARTES DE ESPAÑA

Delegaciones y Filiales: LONDRES, BRUSELAS, HONG-KONG, NUEVA YORK, BUENOS AIRES

Acknowledgements

It would not have been possible to tell the Ernesto Ventós story without the involvement of all those who have close ties to the company.

We would especially like to thank the members of the third and fourth generation of the Ventós family for the contributions and documentation they provided, which have given us an insight into Ernest Ventós' personal and professional lifes:

Ernesto Ventós Omedes, María Ventós Omedes, Marta Ventós Omedes, Isabel Ventós Omedes, Gloria Ventós Omedes, Lluís Ventós Omedes, Alex Ventós Omedes, Carlos Ventós Omedes, Inés Ventós Soler-Cabot and Lluís Ventós Lario.

We would also like to express our gratitude for the accounts given by Ernest Ravetllat, who lived with Ernest Ventós Ravetllat during the tough years of war. To Maria Masriera, who has been with the company as executive secretary for her whole working life.

With thanks to Esteban Rodés Monegal for the documentation he provided.

To the team that works every day at Ventós: thank you for the commitment.

To our friends, customers, suppliers, sector professionals... thank you for the ongoing support and trust in us for all these years.