

# ANCOROTTI COSMETICS

The unstoppable growth and important future objectives of the well-known Crema-based company



INTERVIEW WITH RENATO ANCOROTTI, PRESIDENT

There is some important news from Ancorotti Cosmetics: the entrance of a private equity fund for 30% to accompany the double-digit growth and the purchase of a 30,000 square metre industrial unit, formerly of Olivetti.

**EXPORT MAGAZINE: Ancorotti Cosmetics continues to grow, a figure that is confirmed each year...**  
**RENATO ANCOROTTI:** Double-digit growth last year with + 65%, and this year, after the first three months, we are at + 35%. Our objective, which in my opinion is completely feasible, is to go from the 72 million of 2016 to 100 million at the end of the year. In the meantime we have carried out two important operations: we have purchased an industrial unit next to Ancorotti Cosmetics,

built by the architect Zanuso with the collaboration of the architect Renzo Piano. It is a work of industrial architecture that is of great value and which for many years belonged to Olivetti the place where the leading typewriters of the well-known Turin-based brand were made. We decide to renovate this building, in Crema, with the collaboration of the architect Marco Ermentini, who also collaborates with Renzo Piano, to restore prestige to what was a symbol of Italian beauty. The concept is to offer continuity between those who produce beauty one way and those who produce it in another way. If it is true what Dostoevsky said, that "beauty will save the world", we like to think that, as the concept of beauty is very wide, there is not a great difference between the sense of beauty that comes from the aesthetic, design, well-being or from other arts. Well-being is also when employment is ensured, allowing families to look towards the future without anxiety. We expect the works will last for about a year and a half, and I can already anticipate that we will be evaluating energy solutions with

a zero impact on the environment. Thanks to the Brown reaction, it will be possible to have water enter one system by making energy leave it. The second event that, together with the new industrial unit, will allow us to grow further in our business and to increase employment is the decision taken at the start of 2017 to open 30% of our capital to a private equity fund, in a club deal. The investment fund, made up only of individual people, is called White Bridge. The greatest investors are Ronald Spogli, former US ambassador to Italy, of Italian descent, Francesco Loredan from Venice, Clemente Corsini, from Tuscany, President of the Fund and Marco Pinciroli, Managing Director of the fund. The other 70% remains in the hands of the Ancorotti family.

**EM: What are the numbers of Ancorotti Cosmetics concerning employment?**  
**RA:** We can mention some: 372 people employed, with a majority of women, who are 65% of the total. In 2016 we confirmed 90 people with temporary contracts and this year we added another 40, which is fundamental to give a sense of reprieve to the economic situation in our area.

The average age is 36 and we have 15 different nationalities, with the perspective of lowering the average age and increasing the number of nationalities.

**EM: What can you tell us about Ancorotti and certifications?**  
**RA:** For some time now we have had the Recognition of Excellence of Certiquality, Certificate of managerial Excellence obtained by reaching the goal of certification for the Quality, Environment and Safety Management Systems in conformity with the standards ISO 9001, ISO 14001, BS OHSAS 18001. In addition to these, we also have GMP certification, we are working on Halal certification and we are about to obtain FDA accreditation. We are also continuously checked by international bodies which examine the social questions of the company for the respect of workers' rights. In order to grow, from every point of view, nothing can be left to chance, starting from the company welfare. As we are third party manufacturer/contract manufacturer (no private label), it is essential that the supply chain which we are a part of, made up of all our suppliers, guarantees the same quality that we provide to the client.



**EM: Is it also thanks to all these requisites that your international customers are expanding and what are the markets where you intend most developing your presence?**  
**RA:** Absolutely yes. We sell assured, not only perceived quality; we guarantee that the formula and manufacturing processes lead to obtaining a safe product. We are focusing very much on the American market, where we are evaluating whether to open a branch to provide a more thorough service to large companies, with a filling service; we are not of the idea of producing locally, because it will be difficult to provide the same standards of quality as those obtained at our headquarters.

**EM: From mascara you have gone on to the production of various categories of cosmetic products; does growth also come from the extension of the production range?**  
**RA:** We have three drivers of growth, the first is the share award by our customers, the second how many market shares we can acquire with the new product categories - lipsticks, foundations etc., and the third is the conquest of new customers. We are recording great growth in mascara, with which we supply the most important brands in the world in outsourcing. If we consider that this article is often produced in-house, the result is really surprising.

**EM: Has mascara already expressed itself in full or is progress still possible from the technological point of view?**  
**RA:** I believe it is important to increasingly perfect the production techniques to provide an increasingly stable product. Mascara is one of the most difficult products in make-up as it is an emulsion with the presence of water which can increase its viscosity in time. Changes in temperature and the journey of the cosmetic in the various phases of storage can alter the conditions of the product. The important thing is that, while undergoing important thermal shocks, at ambient temperature the product regains its performance. From the point of view of the evolution of mascara, we can only work on new performances provided by new and more advanced raw materials, brush or wiper. I do not think we can change the gestures in using it.

**EM: One of the most recurrent themes in the past few years has been that of natural make-up.**  
**RA:** Our research is reaching important goals in high percentages of natural raw materials. However, we have to reason attentively on the limits imposed at the level of the formulations by a so-called natural product, both concerning the number and type of raw materials used and

the influence on the shelf life of the products. In addition, some ingredients are demonized but they are useful and functional for preserving the product and, they are also contained in such low percentages that they cannot cause any harm to the consumer.

**EM: Still on the subject of the evolution of consumption, do you find a change in the attitude of consumers? Are they still looking for a fashion product or do they have other types of request?**  
**RA:** There are two directions in the market: the fashion product and the traditional one. A fashion product is consumed at a different speed compared to the traditional one; for example coloured mascaras last less than black mascara; they are bought, used and thrown away in a period of three months at the most. The traditional product is the one that drives the market: private label cosmetic companies like ours are continuously investing in the long term, to implement its internal production capacities and absorb important market shares. A solid company is a guarantee for itself and for its customers. In the future there will be less and less room for improvisation and for fluctuating manufacturers, characterized by dangerous up and down peaks.

**EM: Ancorotti Cosmetics was at Cosmopack again this year, with a prestigious stand that fully represents your image and company.**  
**RA:** For us it is a rendezvous not to be missed, and the whole company works on its organization from the beginning of the year. It is my daughter Enrica, together with the whole team, that works on making our stand the most welcoming place for our customers. As well as meeting our existing customers, Cosmopack allowed us to meet new potential customers as well this year, no fewer than 135, especially from Europe, Russia and the USA but also from other emerging countries. This confirms our vocation for export, which today represents 87% of our turnover.

**EM: You also received an important award...**  
**RA:** Yes, we received the Cosmopack Wall 2017, the prize for cosmetic innovation, for the Design category. We won with the extruded powders, super-metallic powders, with a very high degree of pearl, which through a particular process, allow creating attractive and very complex designs, real works of art made with make-up!

C.S.



Ancorotti Cosmetics stand at Cosmopack Bologna

