

FREY&LAU 
explore your senses



Factors of Success

Agent Meeting 2023

Factors of Success

AGENDA

MARKETS & PRODUCTS

QUALITY & PRICE

KNOW-HOW & INNOVATION

STRATEGY & INVESTMENTS

Markets & Products

FREY&LAU IS SERVING ATTRACTIVE MARKETS WITH FLAVOURS, FRAGRANCES & ESSENTIAL OILS

- For almost 200 years: family-owned company serving the market with excellent flavours, fragrances, essential oils and raw materials
- Huge global growth in consumption of packed foods as well as demand from consumers for natural (plant-based) and innovative flavour concepts as well as rising demand in vegan and/or ecologically certified (natural) cosmetic products
- Health and environmental consciousness is growing and changing the market – food as well as non-food products are more and more switching to natural ingredients
- Steady market growth, which is not generally linked to economic cycles
- FREY&LAU has a vast knowledge in nature for flavours, fragrances and essential oils

FREY&LAU 



**SERVING A
HIGHLY
ATTRACTIVE
MARKET WITH
THE RIGHT
PRODUCTS**



Quality & Price

IMPRESSING CUSTOMERS THROUGH HIGH QUALITY AND ATTRACTIVE PRICES

- Highly modern facilities with state-of-the-art equipment and high service level
→ reliability, customer-oriented, excellent quality
- Trained and qualified employees, great corporate responsibility
→ short decision making processes
- Permanent raw material availability, long-term supplier relations and steady market updates
→ competitive prices for our customers
- Short delivery times, flexibility in production planning
→ support our customers by just-in-time delivery and decrease his storage costs

SETTING
BENCH MARKS
THROUGH
QUALITY AND
PEOPLE



Know-How & Innovation

KNOW-HOW, INNOVATION AND SUSTAINABILITY AS DRIVING VALUES

- FREY&LAU has an extensive know-how on all product categories
- Highly innovative product range: from natural flavours and natural fragrance to CAPSO® technology and essential oils
- FREY&LAU is seeking its sustainability targets with the same effort as we are targeting economical goals – through this strategy, future competitiveness is granted
- Potential of brand building through innovative flavour and fragrance concepts – F&F only small percent of formula, but big impact on final product
- Unique flavour and fragrance concepts which fit customer brands and are accepted by the end user can secure a long-term business






Strategy & Investments

STRATEGIC LOCATION, CONTINUOUS INVESTMENTS, LEADING GERMAN F&F HOUSE


- FREY&LAU as a leading German player in the flavour and fragrance industry
- Global outreach with export to over 90 countries worldwide
- High reputation with diverse customer base
- Strategically located near Hamburg's port to support a quick worldwide distribution
- Quick turnaround times and big storage capacities for raw materials and finished goods
- Investments in research and development: 5,8 % (part of turnover)
- Huge investments in technology, production, logistics and digitalization

GLOBAL
PLAYER WITH
A HIGH
REPUTATION

FREY&LAU 



*explore
your
senses*

FREY&LAU 
explore your senses

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