There is one word that sums up Croda’s story over the past 50 years: innovation.

Innovation is what we do and who we are: creating the new technologies that our customers want; helping our customers to build powerful brands; differentiating our business from our competitors.
In 1925 the Company acquired C M Keyprieth of London, an important supplier of products such as fats and soaps in Croda. This began a period of steady organic growth, both in the UK and across Europe.

In 1930, Freddie Wood became Chairman as well as Managing Director. He had already made a paving innovation of the scale town, rapidly promoting some of the company's younger employees, with the effect on profits being almost immediate. In 1939, sales had reached £3.1 million and in the next three years they grew dramatically. In June 1944, Croda could go public on a forecast of £600,000 per year and a total profit of £200,000.

Croda became a public company.

In 1954 the Company acquires C M Keyprieth of London, an important supplier of products such as fats and soaps in Croda. This began a period of steady organic growth, both in the UK and across Europe.

In 1958 Croda became a public company.

The award winning Croda Lubricants is a global lubricants business and one of the largest players in the market. Croda works with leading automotive manufacturers to deliver high performance solutions to enhance the performance of vehicles.

In 1968, Croda acquired British Glues, one of the two major UK producers of gelatin, as well as tallow. Croda bought Novarom in 1977, enhancing its capabilities in speciality emulsifiers.

In 1979, Mr Alistair Black, who later became CEO and Chairman, joined the Company as Sales Director.

Mr Dawe established a key relationship with Sir Frederick Wood, who had been the owner of the Lincol Industries business, a leading manufacturer of lanolin and other natural products. This was established in 1925.

A key development was the acquisition of C M Keyprieth of London in 1930, which enabled the Company to offer a wider range of products and services to customers. This was followed by a flurry of purchases; from companies manufacturing solvents to dyestuffs and the processing of honey.

The acquisition of United Premier Oil & Cake in 1964 brought government contracts to supply products such as camouflage paints, and still is the most successful example of innovation by the Company. In 1930, a report from the National Physical Laboratory showed that lanolin was a useful coating material for developing new systems in the 1950s. This led to an increased use in the manufacture of cosmetics and toiletries. Already, Croda was becoming its own company. In 1939, new appointed Sales Director Fred Wood took Croda to products to be used in the UK and as Managing Director just three years later. Wood was one of the leading contributions to the Group's growth. Today, Croda continues a list of its products and materials.

In 1940, Croda acquires a 65% equity interest in Sichuan Sipo Chemical Co Ltd (SIPO), a natural speciality producer in China.

In 1953 the Company launched Polawax™, the first non-ionic emulsifying wax for personal care which has since become a key product for Croda.

In 1969 Croda was acquired by the public company. The management of the Group had expanded to include the manufacture of potassium stearate, and the Company's strategy aimed to provide security of business and a degree of price stability. This gave Croda the leading edge in the market and its new Crodafine™ range was launched.

In 1976, Croda became a public company. In 1964, Croda diversified into an international chemical company with a strong presence in the United States, where it acquired the Universal Oil Company.

In 2015, Croda acquired a number of businesses in the United States and Europe to further strengthen its position as a global leader in the personal care and home care markets. The acquisition of the DiSalvo family-owned company was a significant step forward for Croda, as it helped the Company to enter new markets and expand its product portfolio.

In 2017, Croda announced the acquisition of the global leader in the chemical industry, the company acquiring the properties of the United States-based Lotus Chemical Company. This acquisition was a key milestone for Croda, as it helped the Company to expand its presence in the United States and to become a leader in the chemical industry.

In 2019, Croda announced the acquisition of the global leader in the chemical industry, the company acquiring the properties of the United States-based Lotus Chemical Company. This acquisition was a key milestone for Croda, as it helped the Company to expand its presence in the United States and to become a leader in the chemical industry.

In 2021, Croda announced the acquisition of the global leader in the chemical industry, the company acquiring the properties of the United States-based Lotus Chemical Company. This acquisition was a key milestone for Croda, as it helped the Company to expand its presence in the United States and to become a leader in the chemical industry.

Croda is the first company to launch a natural ingredient in cosmetics. Amongst the ingredients, lanolin possesses as a natural ingredient in cosmetics. It is today. In 1930, a report from the National Physical Laboratory showed that lanolin was a useful coating material for developing new systems in the 1950s. This led to an increased use in the manufacture of cosmetics and toiletries. Already, Croda was becoming its own company. In 1939, new appointed Sales Director Fred Wood took Croda to products to be used in the UK and as Managing Director just three years later. Wood was one of the leading contributions to the Group's growth. Today, Croda continues a list of its products and materials.

Croda started in 1925 to make lanolin and became a public company in 1944. Here are just some of our innovations over the past 50 years, illustrated against our growth milestones.

In 1964, Croda diversified into an international chemical company with a strong presence in the United States, where it acquired the Universal Oil Company. Croda bought Novarom in 1977, enhancing its capabilities in speciality emulsifiers.

In 1979, Mr Alistair Black, who later became CEO and Chairman, joined the Company as Sales Director. Mr Dawe established a key relationship with Sir Frederick Wood, who had been the owner of the Lincol Industries business, a leading manufacturer of lanolin and other natural products. This was established in 1925.

Ever since the company was formed in 1925 by Fred (later Sir Frederick) Wood and his sister May, Croda has been a driver of innovation and growth. It is the first company to launch a natural ingredient in cosmetics. Amongst the ingredients, lanolin possesses as a natural ingredient in cosmetics. It is today. In 1930, a report from the National Physical Laboratory showed that lanolin was a useful coating material for developing new systems in the 1950s. This led to an increased use in the manufacture of cosmetics and toiletries. Already, Croda was becoming its own company. In 1939, new appointed Sales Director Fred Wood took Croda to products to be used in the UK and as Managing Director just three years later. Wood was one of the leading contributions to the Group's growth. Today, Croda continues a list of its products and materials.

In 1944, Croda diversified into an international chemical company with a strong presence in the United States, where it acquired the Universal Oil Company. Croda bought Novarom in 1977, enhancing its capabilities in speciality emulsifiers.

In 1979, Mr Alistair Black, who later became CEO and Chairman, joined the Company as Sales Director. Mr Dawe established a key relationship with Sir Frederick Wood, who had been the owner of the Lincol Industries business, a leading manufacturer of lanolin and other natural products. This was established in 1925.

Croda started in 1925 to make lanolin and became a public company in 1944. Here are just some of our innovations over the past 50 years, illustrated against our growth milestones.

In 1964, Croda diversified into an international chemical company with a strong presence in the United States, where it acquired the Universal Oil Company. Croda bought Novarom in 1977, enhancing its capabilities in speciality emulsifiers.

In 1979, Mr Alistair Black, who later became CEO and Chairman, joined the Company as Sales Director. Mr Dawe established a key relationship with Sir Frederick Wood, who had been the owner of the Lincol Industries business, a leading manufacturer of lanolin and other natural products. This was established in 1925.

Croda started in 1925 to make lanolin and became a public company in 1944. Here are just some of our innovations over the past 50 years, illustrated against our growth milestones.

In 1964, Croda diversified into an international chemical company with a strong presence in the United States, where it acquired the Universal Oil Company. Croda bought Novarom in 1977, enhancing its capabilities in speciality emulsifiers.

In 1979, Mr Alistair Black, who later became CEO and Chairman, joined the Company as Sales Director. Mr Dawe established a key relationship with Sir Frederick Wood, who had been the owner of the Lincol Industries business, a leading manufacturer of lanolin and other natural products. This was established in 1925.
A strategy for the future

Although its defence against the takeover was successful, the take-over attempt forced Croda to re-think its strategy. It went back to focusing on the businesses it knew best, the future direction was set with naturally derived speciality chemicals at the core.

Croda focused on end-markets that showed good growth, such as Personal Care and Health Care, Polymer Additives and Home Care. The Company started experimenting with new raw material crops such as evening primrose, borage and meadowfoam. It undertook the first production of soluble native collagen and a truly quaternised protein that heralded a revolution in hair conditioning.

The 1970s saw Croda make huge advances in refining technology. The development of Super Refining™ at Croda Japan introduced new levels of product purity and quality. In 1977, a new grade of lanolin was developed, Snow White Lanolin™. This became, and still is, one of the major product ranges for Croda Japan, and this technology has been developed throughout Croda, to take a number of speciality products, such as non-ionic surfactants and fish oils, to new levels.

In 1990, Croda applied its scientific knowledge to the pharmaceutical market with the creation of Lorenzo's Oil: a natural oil rich in erucic acid, which was developed by Croda scientists at Hull for the treatment of a young boy, Lorenzo Odone, who was suffering from ALD (adrenoleukodystrophy). The story was made into a blockbuster Hollywood movie in which the lead Croda chemist, Don Suddaby, played himself in a cameo role.

Throughout the 1990s, Croda’s global workforce worked to further the Company’s reputation as leaders in innovation. In North America, the Research & Development team developed a number of speciality products, ranging from Crothix™, a high performance thickener for surfactant systems, through to Lustreplex™, an ingredient that provides hair conditioning and friz-control from shampoo systems.

Meanwhile, Croda continued to expand its operations with the opening of a new regional office in Singapore. In the UK, the Company also undertook a £15 million modernisation programme of its first manufacturing site, Rawcliffe Bridge. This modernisation enabled Croda to be even more responsive to the market needs of its customers, which initiated further sales growth.

Sederma: a new era in skin care

The acquisition of Sederma (France) in 1997 brought new capabilities to Croda in skin care active ingredients. It is the way in which these active ingredients are made that is so fascinating. Through the application of biotechnology, it was possible to use microorganisms in the field of cosmetology and the development of products, processes and applications not accessible via conventional technologies. Liposomes, invisibly small ‘vehicles’ that are able to transport active molecules into the outer layer of the skin, were first produced by Sederma. This led to ceramides and peptides entering the vocabulary of the consumer, heralding a new generation of powerful anti-wrinkle ingredients, such as Sederma’s world renowned Matrixyl™ and even the first substantiated lip volume booster. These actives created a new era of skin care products, having distinct consumer perceivable benefits that had not been possible before.

Crodarom, an acquisition in 1991, complemented Croda’s growing product portfolio, especially in Personal Care, as it enabled the use of botanical and plant extracts that are manufactured using the Company’s own patented ‘microwave’ technology. This process is not just quicker; it is more sustainable, using less energy than traditional extraction methods, resulting in much less product degradation.

With a continued focus on sustainable ingredients, the acquisition of Westbrook in 1998 cemented Croda’s position as the world’s leading lanolin producer, with new high purity grades developed such as Medilan™, hypoallergenic lanolin suitable for pharmaceutical, dermatological and cosmetic applications.

In early 1999, Mike Humphrey, who had progressed from Management Trainee in 1969 to heading up the successful Oleochemicals business in 1995, succeeded Keith Hopkins as Group Chief Executive.

A new millennium

The millennium saw Croda celebrate its 75th anniversary with the opening of a new, $50 million speciality chemicals complex in Singapore, which at the time was Croda’s largest ever single investment and one of the world’s most advanced chemical manufacturing sites. Since its opening, Croda Singapore has introduced a range of ‘Blue Technology’ products that facilitate cold processing to reduce manufacturing energy consumption by as much as 80%. This enables Croda to forge strong partnerships with customers, supporting them in attaining their sustainability goals.

In 2002, Croda Brazil began its Crodamazon™ project: working in partnership with the communities located along the banks of the Amazon to develop a range of natural oils based on the ‘Fruits of the Rainforest’, whilst preserving natural resources and promoting the socio-economic development of the region. Exotic oils such as Buriti, Cupuacu, Maracuja and Pequi were incorporated into a new generation of skin and hair care products.

Shortly after this in 2004, Croda Inc in North America opened a new head office and innovation centre in New Jersey. The site contains a synthesis laboratory, where innovation begins, an application laboratory, where innovation is applied, a range of claims testing areas where innovative performance is validated, through to a training area where the innovators of tomorrow learn and gain hands-on experience.

One of the major milestones in Croda’s history was the 2006 acquisition of Uniqema from ICI for £410 million. This created a global chemical company with sales of nearly £1 billion. The acquisition greatly strengthened the Group’s manufacturing capability, with state-of-the-art manufacturing sites throughout Europe, North America and Asia.

The acquisition also enhanced the Company’s product range, adding industry leading surfactants such as Span™ and Tween™, as well as many other oleochemical specialities that were new to Croda. Crop Care was an important new market for Croda’s surfactants and dispersants, and soon after the acquisition the newly formed Coatings & Polymers business was able to launch a series of products. This included the LoVOCoat™ range of surfactants for low VOC, high performance solvent borne paints and B-Tough™, an epoxy toughening agent to protect epoxy coatings against tough conditions. The Lubricants market was also well served, notably with the launch of Perfad™ 3950, a lubricity/emulsifier package with unique low foaming properties.

Crop Care became an important new market for Croda’s surfactants and dispersants

Croda had already made a first step into UV absorbers, but with the Uniqema acquisition, an exciting new range of truly transparent inorganic UV absorbers marketed under the Solaveli Clarus™ brand name was added to the sun care portfolio. This was later extended further by the development of the SpeXtra™ range, which focuses on protecting skin from UVA radiation and reducing the ageing effects of sunlight.

A new Geo Technologies business was then established to provide focus and enable faster growth in the Oilfield, Mining and Water Treatment markets. In the area of the Company now called Industrial Chemicals, CrodaTherm™ was launched, which is a range of bio-based phase change materials: unique substances that can be used to maintain thermal comfort in buildings or for thermal regulation during transport of medical products to keep them stable.
At Croda, innovation and sustainability have always gone hand in hand. If innovation is the lifeblood, sustainability is the heart of Croda. In 2008, a new wind turbine was installed at the Hull site, displacing approximately 40% of the site’s imported electricity. Following on from this success, in 2012 Croda Inc in North America undertook a $6 million landfill-gas-to-energy project at its Atlas Point manufacturing site in Delaware, providing enough non-fossil fuel energy to power 60% of the plant’s operations, whilst substantially reducing its carbon footprint. Other recent sustainability initiatives include new solar installation projects at Atlas Point and Croda Inc’s head office in New Jersey to generate electricity.

Croda’s Gouda manufacturing site in the Netherlands is the Company’s largest consumer of water, using 2.75 million cubic metres in 2012. However, the site has recently developed a new process that purifies its effluent as a feed stream for their boilers, which should reduce water consumption by a third and, combined with the use of a closed cooling system, aims to eliminate the need for groundwater.

The new offices and laboratories built at Cowick Hall in the UK, Croda’s global headquarters, are heated by geothermal heat from water 100 metres underground. Also making a notable impact on the environment was the planting of over 25,000 trees on the land around the site in a three way partnership between business, education and the environment, with local school children involved in the planting.

Over 25,000 trees have been planted on land surrounding the Cowick Hall headquarters in Yorkshire

With local community interests always at the front of Croda’s thinking, 2010 saw greater investment in employee volunteering with the global roll-out of the award winning 1% Club. This programme enables all employees to donate up to 1% of their working time to get involved with projects in their local community. A special focus is placed on educating school children on what science brings to their lives and the careers that are available to those who study it.

Humphrey retired at the end of 2011, succeeded by Steve Foots who has successfully worked his way up through the company having joined on the Croda Graduate Development Programme and with more than 20 years service in a variety of roles. With a strong focus on customers, Foots is committed to ensuring that Croda works as one global team in order to deliver exceptional results.

To accelerate the development and acquisition of innovative technologies, a Technology Investment Group (formerly the Enterprise Technologies Group) has been formed, which will be critical to Croda’s continuing success. Technologies such as those offered by the acquisition of IRB (Istituto di Ricerche Biotecnologiche) the world leader in plant cell biotechnology; Innovachem, which added a range of patented cosmetic esters for use in skin care and colour cosmetics to the Personal Care portfolio; and, most recently, the Specialty Products business of Arizona Chemical, which brought a portfolio of class leading oil gelling polymers used in a variety of core industries.

In 2012 saw Croda join the global MSCI stock index, which increased overseas share ownership and created greater diversity across its investor base.

Since 2012, Croda’s manufacturing sites in Singapore, one in the UK and two in North America have all received certification from the Roundtable on Sustainable Palm Oil (RSPO), an initiative dedicated to promoting sustainable production of palm oil worldwide. A schedule is in place for all sites using palm oil derivatives to gain approval, so that the Company has a sustainable supply chain by the end of 2015.

With natural specialty chemicals also at the core of Chinese based Sipo, Croda’s Performance Technologies business was strengthened with the acquisition of the company in 2013, which also marked Croda’s first manufacturing site in this important region. 2013 also saw Croda celebrate the official opening of its new Acrylic Polymers plant at Rawcliffe Bridge. The first new product since the investment, Volarest™ FL, was launched to the Personal Care market in the same year, offering unique textural properties and exciting formats for the consumer.

Throughout every part of Croda, innovation can be seen. For example, Croda Inc has pioneered a number of marketing innovations such as an annual education programme to customers via online events; the introduction of an interactive, electronic Hair Damage Book that gives customers on-the-go access to information, putting hair damage solutions at their fingertips; and the recent launch of Sensification™, an easy-to-use system that allows cosmetic formulators and marketers to navigate the complex landscape of sensory descriptors.

Croda Europe have developed a series of ‘road shows,’ visiting customers across the world by working with local Croda teams to bring science to life in areas such as hair care and skin care through hands-on demonstrations and activities.

The Croda formula

50 years ago, when Croda was first listed on the UK stock exchange, the financial journalist John Davies listed the characteristics of a successful company. Most are still applicable today: understanding and anticipating customers’ unmet needs and helping them to build powerful brands; strong leadership, with investment in the talent of an enthusiastic and dedicated global workforce, committed to team work; world class products made in industry leading manufacturing facilities; sustainability at the core of all company activities, from raw materials to processes and operations.

First and foremost, Croda’s ongoing success is keeping the lifeblood of innovation and sustainability flowing freely through every aspect of the business.

Croda International Plc
Cowick Hall, Snaith, Goole, East Yorkshire DN14 9AA England
Tel +44 (0)1405 860551 Fax +44 (0)1405 861767
corporate.enquiries@croda.com
www.croda.com