

iCONTACT

for pensioners of the Reckitt Benckiser (formerly Reckitt & Colman) Pension Fund

No. 69, September 2017

IN THIS ISSUE

When Hull's Weeping Window poppy display moved on, Derby put its best foot forward with a pavement trail leading to a display reaching new heights at the Old Silk Mill (see P3&9).

Also on P3 see how Dansom Lane's British Legion standard came out of retirement for the "Poppy for Oppy" display



Get-together blossoms in Norwich



Network Marketing

Planning a successful on-line failure is best reported in our digital edition. So go to P15



ON-LINE FOR MORE LINES

Once again we have so many stories and pictures for this issue that much has overflowed into our Digital Supplement.

If you are not on-line please get family or friends to link you to

<http://www.icontactnewsletter.co.uk>

ROUTINE INCREASE LETTER IS ALSO A REASSURANCE

The April letter, tailored to the individual and sent to RBPA members advising them of the annual increase in their pension, may be routine but, like the annual update newsletter, is a welcome reassurance in these uncertain economic times.

The letter notes: 'The level of annual increase applied to your Fund pension is equal to the year-on-year change in the Retail Prices Index (RPI) at the 31 December prior to the increase. The rate at 31 December 2016 was 2.5%. Therefore, with effect from 1 April 2017, your Fund pension will be increased by 2.5%.

'This is in accordance with the Fund's Rules, which provide that the Trustees must increase pensions in line with RPI, up to a maximum of 5%.'

Before and after figure

Each letter is tailored specifically to the individual, so they're also provided with their own details of what their annual pension was prior to the increase and how much it is after the increase.

Provided franking machines don't break down and postal and other services are maintained, the annual *Update* will be published with *Contact's* December issue and should be worth special attention this year.

In line with the tradition of openness, the newsletter explains how the Fund is managed and what decisions and actions have been taken.

Asset de-risking

The Trustees have, for instance, agreed some further asset de-risking with *rb* and moved another 10% from equities to bonds just before Christmas.

The big decision was reported in our last issue (*No.68, April*), namely the £88m top up of the Fund, which is under way.

Contact reports these activities to show how both the Pension Fund and the team in the Pensions Department

maintain the century-old tradition of employee welfare, to use the old-fashioned but very relevant words.

In both business and Government, pensions have become a numbers game. Deficits thwart takeover bids; underfunding or retirement age extensions could impoverish some pensioners; and it is reported that the government relaxation to allow pensioners to cash-in early is resulting in serious personal debt problems.

We'll stick to routine.

RBPA Committee

The June meeting of the Reckitt Benckiser Pensioners' Association Committee was told three members due for re-election were happy to stand again, a pensions visitor was nominated for one vacancy and another vacancy remains outstanding.

Kevin O'Berg, Brian Bradley and Allan Chandler offer themselves for re-election. Derby's Lorraine Mugleston had been invited to the meeting as a potential member and was co-opted for 2018, pending formal election next year.

This leaves one vacancy to replace Freddie George, whose death we reported in our last issue.

Any member of the Association may stand for election to the Committee. As provided for in the RBPA Constitution, witnessed nominations can be made on forms obtainable from: The Secretary, Reckitt Benckiser Pensioners' Association, c/o Pensions Department, Reckitt Benckiser plc, Dansom Lane, Hull, HU8 7DS to arrive before October 27, 2017.

DIARY DATES 2017

Forthcoming get-togethers:

CHISWICK/LONDON (W)

Thursday, October 12, 2017

12 noon at The Wheatsheaf Hotel,
Virginia Water

Contact Peter Moores

Tel: 01276 34778

petermoores@ntlworld.com

HIGH WYCOMBE

Wednesday, October 4, 2017

12pm, Brewers Fayre, Loudwater, High
Wycombe

Contact Paul Gilliam

Tel: 01494 562843

DERBY

Tuesday, September 12, 2017

10.30am at the Potting Shed Cafe,
Markeaton Garden Centre, Markeaton
Lane, Derby

Contact Lorraine Mugleston

01159 733753

LEICESTER

The May 9, 2017 meeting was
successfully held at The Oadby Owl but
the next has yet to be arranged.

NOTTINGHAM

Tuesday, September 5, 2017

12 noon at The Shepherds,
Stragglethorpe

Radcliffe-on-Trent, Notts

Contact Brian Bradley

01526 321575

for Leicester and Nottingham

NORWICH

Tuesday, October 10, 2017

10.30am at the White Horse,
Trowse

Contact Alistair Stewart

01553 631973

**NOTE: War memorial service at Carrow
House, 11am, November 11.**

HULL

Wednesdays at 11am at the Cheval
Cafe, Willerby on:

September 6, 2017

October 25, 2017

December 6, 2017

Contact Phil Shearsmith

Tel: 07858 137178

alloa@alloa.karoo.co.uk

*NB: Phil sends a reminder a week before
to all members who have given him their
email addresses.*

*If you give him your address it will be kept
confidential and removed at your request.*



“Meet at our award-winning...”

An “award winning” tag is loudly proclaimed by the posh eateries but, although there is no doubting the quality, the White Horse at Trowse, Norwich’s long-standing get-together venue, does not make a great song and dance about its Pubs in Bloom victory (P1) and concentrates on being a traditional village pub.

It was the flower arranging skills of landlady Pamela that captured the award last year as the best of 350 pubs in a region covering London and large parts of the Southeast.

After the Eastern Region meeting attended by 15 pensioners at the White Horse on July 11 **Alistair Stewart** sent us the above photograph

“The pub is looking a picture and we thought that as we have been going there for our meetings for a very long time, the Norwich pensioners might like to see the floral standard is being maintained.”

New faces at Derby

Derby’s April meeting was another lively affair with 30 attendees, reports **Lorraine Mugleston**.

“It was great to welcome two more new faces to the group. Everyone will be familiar with **Sally Laws** who worked in Bottles and **Ian Fraser**, originally Payroll Manager before taking on the role as H.R. Performance Measurement Manager.

“The Potting Shed cafe is having an extension so for the September meeting we will have a completely private space to ourselves so we won’t have to keep the noise down!

“We should also have a date for our visit to the Derby factory, which was scheduled for June but unfortunately

had to be re-scheduled for October.”

Brian Bradley reported a lovely day and a good venue for Nottingham’s first-ever get-together in May. “I just wish we could have a few more than half dozen who came, but those present enjoyed the day and as this was the first I am hoping this will grow. For the next event in September one of the pensioners who attended has promised to spread the word.

Leicester’s May event was as enjoyable as usual, said Brian, but some regulars unfortunately could not attend due to ill health or holidays. Asked about *Contact* online, only one had a computer but undertook to take look.

GTG PLUS: Several groups of pensioners enjoy the additional workplace companionship at their own get-togethers. The Chiswick keep fit girls (who pranced about in their leotards over in the old Social Club in their younger days) met up in May. Contact learns there was lots of laughter, lots of photographs from the cabaret shows (none available for publication!) and lots of Pimms!

The photo album for the recent regional get-togethers is on P11. One venue which plainly ticks all the right boxes is Northern’s Cheval Cafe - now booked for the rest of the year.

Dansom Lane's British Legion standard comes out of retirement for Poppy for Oppy

The community spirit which led to the formation of the East Yorkshire Regiment's "Hull Pals" battalions was clearly the driving force behind the impressive "A Poppy for Oppy" exhibition set up by dedicated volunteers at the city's Carnegie Heritage Centre.

The exhibition to mark the Centenary of the horrifying WWI Battle of Oppy Wood, in which many Hull Pals died, ran from May 6 to May 23 and, reports organiser Judy Galloway, was opened with the unveiling of the Centenary Plaque (left) by the Lord Mayor of Hull, Councillor. Sean Chaytor.

The plaque, commemorating 2nd Lt John Harrison VC MC, a well-known rugby player, will be on permanent display. A poem about the Battle of Oppy Wood was read out and a film of the presentation of the plaque was made for a documentary about Jack Harrison and Hull Rugby FC.

The tireless ambassador for Hull Rugby Football Club Johnny Whiteley attended and was his usual cheerful self with lots of funny tales to share.

Volunteer Peter Coates then handed Councillor Mary Glew, who had introduced the Lord Mayor, the British Legion Standard from Reckitt Benckiser. The former Mayor then handed it to Carnegie's Liz Shepherd officially opening the exhibition.

Known to the Night

Local military historian and author Barrie Barnes, whose book *Known to Night* we featured in *Contact No.60* (August 2014) with the Remembrance issue of *Ours*, then read out a tribute to volunteer Peter Coates for his tireless work recording databases and photographing Commonwealth War Graves for the East Yorkshire Regiments.

Peter's last count was 300 cemeteries and 6,800 soldiers' graves. He also has thousands of photographs, names and databases for Royal Navy and Merchant Navy casualties.

"Barrie's role was to give Peter our 'secret' presentation," reports Judy. "We all hoped we had kept the secret from him and as he merrily videoed the whole of Barrie Barnes' speech



it was obvious to us all that he had no idea it was about him - when the penny dropped he graciously accepted his montage."

Yorkshire TV broadcast the opening ceremonies and extensive local media coverage ensured the opening two days of *A poppy for Oppy* were very busy.

The help desk overflowed with requests for information about the battle and the soldiers. Brian Cook, Brian Murkin and Peter Coates put in two days of hefty shifts of research - not resurfacing once from their computer stations throughout the whole weekend.

Liz, Pat and Barbara brewed and fed the nonstop arrival of visitors and Judy says she "talked the hind leg off the legendary donkey for the two full days."

Typifying the atmosphere young Declan (12 years old), a visitor who arrived early on the Sunday with his grand-dad, stayed for the whole day and happily took on the role of greeting visitors and directing them to the correct display of soldiers in each of the four Battalions'

Finally, members of the 'All for One Choir' who had just landed from their tour of Belgium and France arrived with the Freedom Flame, which had toured with them. Dutch members who had come over to England also came, bringing two of the relay Flames with them.



The Dansom Lane British Legion standard, above, on display in the Carnegie Heritage Centre



Carnegie Centre's Liz Shepherd, above left, opening the exhibition with the Legion standard formally handed over by former Lord Mayor Cllr. Mary Glew. Also pictured (l to r) are poet David Osgerby, who read a poem about Oppy Wood; Brigitte Barnes, wife of historian Barrie Barnes; and the Lord Mayor of Hull Cllr. Sean Chaytor.

Above right are (l to r) Peter Coates and Judy Galloway of the organising community team with Hull RFC's Johnny Whiteley.



The Weeping Window, left, in Derby after its move from Hull is described on P9. of the on-line Digital Supplement to this issue. The Carnegie Community feature on P10 describes

the hand crafted concertina leaflet produced for the exhibition.



"All for One Choir" members, at the "Poppy for Oppy" exhibition.

TOPPING

Having named the building of CSE Project Wren in deference to the famous architect of St Paul's Cathedral we half expected the building team to be unveiling a classic dome for the traditional "topping out" - but as the structure reached its full height a handshake sufficed.

It was "On time, on budget - on with the job." for Tony Earl, Hull Site Facilities Manager, left, and Des Hedley M+W Project Wren Site Director at their rooftop celebration.

We pictured Tony in our last issue making a retirement presentation (Gordon Stephenson) and welcoming the Local Enterprise Partnership on site which, together with regular update stories and pictures we publish, demonstrates the complexity of current site facilities at Dansom Lane.

Three of most things - but not all at once

There's the CSE newbuild and the KWN rebuild on one side of Dansom Lane and the temporary Wren incubator on the other side - all three calling for the same kind of facilities but at different stages.

It calls for careful planning and timing and to be on time and on budget half way through is a commendable achievement.

The photographs we have published in *Contact* show the scale and complexity of what has been undertaken. With the news of the international growth elsewhere in this issue our readers can be proud of what they have helped to create and we trust they will in future enjoy factory tours like those described on P5.



At this stage the scaffolding tends to hide the new windows being installed throughout KWN, above, but inside, below, the large open plan office areas are starting to become more visible. These are designed to encourage collaborative working and innovation.



HEALTH • HYGIENE • HOME

In recent issues we have been reviewing R&D development alongside the CSE project reports as a background to the development.

But as we report on pages 12-14, it was 'D' rather than 'R' that became the focus as the Health*Hygiene*Home and Powerbrands strategies developed.

Research continued of course and treatments for stomach inflammation and ulcers using polymers in combinations with existing drugs were discovered that produced a synergistic effect to resolve these illnesses.

Patents and products were developed (with a beneficial effect on the share price!) but for various reasons they didn't reach the market.



- ON TIME, ON BUDGET

Neale Harrison,
RB Pension Fund Trustee
and CSE Project Manager, reports



When you're on top of the job - add some more



A great deal of activity over the early summer period saw the structure of the new Centre for Scientific Excellence reaching its full height, as pictured on the facing page, together with the news that, with nine months to go to the opening, the project is still on time and on budget.

A large proportion of the services required to allow the building to function had been installed before the arrival of a huge 600 tonne crane on site to lift major pieces of plant onto the roof.

The remainder of the roof will house a large number of photovoltaic cells to harness energy from the sun and a rain-water harvesting capability – with a range of other features designed into the building this will be state of the art for sustainability.

The lab flooring started to be laid in August, followed by the laboratory benching.

This was a great time for all the scientists as, for the first time, the look and feel of the building became that of a laboratory rather than a building site.

Twice weekly lookarounds for staff

Twice a week I take small groups of staff around to see the area where they will be working and increase the interest and excitement in the project.

After a slow start due to the presence and subsequent removal of asbestos in the building, the KWN refurbishment is taking shape. New windows are being installed throughout, enhanced insulation added to roof and the large open plan office areas are starting to become more visible.

KWN will house all the Heath R&D and supporting teams and is designed to encourage collaborative working leading to enhanced innovation delivery.

The two buildings will be joined via a large L-shaped atrium with a partially glazed roof. The impressive steel structure to support this will create a space which can be used for less formal meetings over a coffee on soft seating or as a formal space for whole site 'town halls'.

Finally the outside of the building is looking far more complete as both large cladding panels and windows are in the process of being installed.

We are in the early stages of planning for the official opening in May 2018 – details of which we will be able to announce in future issues.



After the topping out of CSE, top left, the girder foundations for the plant room were laid on the flat roof, above right, ready for the heavy lift crane, above, to hoist the plant room to the roof. Inside CSE, fitting out continues with, below, the analytical lab floor – just before vinyl goes down.



rb's SUMMER NEWS TURNED OUT TO BE SPICY AND NUTRICIOUS

Extensive media coverage, most positive but some critical, marked **rb's** burgeoning international status this summer with sales and acquisitions hitting the headlines. For *Contact's* pensioner readers the company's continuing growth and economic strength can only be good news.



The press statement read: McCormick Strengthens Flavor leadership with addition of iconic products, including Frank's RedHot® Hot Sauce & French's® Mustard

SPARKS, Md., - July 18, 2017 - McCormick & Company Inc. (NYSE: MKC), a global leader in flavor, today announced that it has signed a definitive agreement to acquire Reckitt Benckiser's Food Division ("RB Foods") from Reckitt Benckiser Group plc ("RB") for \$4.2 billion, subject to certain customary purchase price adjustments.

Addition of Frank's RedHot Hot Sauce, French's Mustard and other iconic, market-leading products strengthens McCormick's leadership in the attractive Condiments category and advances the Company's vision to *Bring the Joy of Flavor* to Life.

McCormick to advance from current position of #10 to a leading position in U.S. Condiments category Acquisition provides a leadership position in the advantaged Hot Sauce Category with Frank's RedHot, the #1 brand in the U.S. and Canada.

Combined pro forma 2017 annual net sales are expected to be approximately \$5 billion with significant margin accretion.

Income up 14% to £5.02bn and a 50% rise in profit was the encouraging news for RBPA members and other stakeholders from **rb's** Interim Statement in July.

Commenting on these results, **Rakesh Kapoor**, chief executive officer, said: "In the first half of the year, we have made significant progress on portfolio transformation and becoming a more focused consumer health and hygiene business, with both the acquisition of Mead Johnson Nutrition, and the agreed sale of our Food business.

"We completed the acquisition of Mead Johnson Nutrition a quarter earlier than expected. Our integration team have done an excellent job in anticipating an earlier close such that we are now

The big news (July 19) was undoubtedly the sale of the food business ("RB Food" or "French's Food"), including the French's, Frank's RedHot and Cattlemen's brands, to McCormick & Company Inc. for \$4.2 billion on a cash-free, debt-free basis.

This followed the equally big news reported in our last issue (No. 68, April, P5) of **rb's** \$17.9 billion purchase of Mead Johnson and provided an extremely quick answer to the inevitable "How are they going to pay for it?"

Speculation after leak

After a leak forced the company to reveal its intention to sell Foods (reported in the Digital Supplement in March), the usual City and financial circles' speculation arose and the media soon had several hats in the ring with one headline claiming *Unilever fights Spam for £2bn Reckitt mustard*. Needless to say neither Colman's nor Carrow have knowledge of the latter product.

Eventually neither Unilever nor Hormel (Spam and canned products) had the required firepower and Schwartz spices (McCormick) turned out to be top bidding brand with Birds Eye (Pinnacle Foods) also in the running.

As the UK media, and especially the **rb** website, have published full accounts of both the McC and MJ deals, we publish those companies' own press statements alongside. See more about Mead Johnson on P.17.

GETTING ON WITH PT (that's portfolio transformation)

targeting accelerated phasing of our cost synergies. "

Mr. Kapoor observed that, from an operational perspective, it had, as expected, been a tough first half, with challenging conditions exacerbated by a sophisticated cyber-attack.

Notwithstanding this, the business remains strong and the earnings model intact, with broad-based growth across the majority of the consumer health brands.

"We continue to innovate strongly across our Hygiene segment with good success, and I expect the RB business to return to growth



The company's press statement read: Mead Johnson Nutrition agrees to be acquired by Reckitt Benckiser. Deal creates new opportunities for expansion, growth.

GLENVIEW, Ill.--(BUSINESS WIRE)--Feb. 10, 2017-- Mead Johnson Nutrition Company (NYSE:MJN) today announced that it has reached an agreement to be acquired by Reckitt Benckiser Group plc (RB), the world's leading consumer health and hygiene company.

As a result of this transaction, Mead Johnson will become a new division of RB with its globally-recognized Enfamil and Nutramigen brands joining RB's portfolio of leading consumer health brands.

\$90 per share deal

RB has agreed to pay \$90 cash for each share of Mead Johnson common stock in a transaction valued at approximately \$17.9 billion (including net debt). The price represents a premium of 29% to MJN's undisturbed closing price.

"This transaction recognizes the value of our leading brands and strong, global organization," said Kasper Jakobsen, MJN's Chief Executive Officer. "As part of a bigger health care focused business recognized for its marketing capabilities, we will derive benefits from both increased scale and diversification. We are excited for the new opportunities for our employees as part of a larger company."

progressively over the second half of the year. We are targeting full year net revenue +2% LFL growth for the RB base business.

"I see this as a challenging target. We are experiencing tough market conditions, and we still have work to do on addressing the full implications of the recent cyber-attack."

RB earned widespread approval for its speedy reaction to the Malware attack (which originated in the Ukraine) by issuing a statement on the day it happened. Our pensioners were given priority in getting back on-line. The monthly payments were due so the IT team and Pensions Department pulled out all the stops to ensure the pensions were paid on time.

We publish just one letter in this issue. It was not sent to us but is from one *rb* pensioner to another. It does arise from a letter we published in our last issue (No. 68 in April) and, for us, sums up why Contact exists and what, for the past 180 years has been:

OUR COMMUNITY

The letter in April was from, as she described herself, *Kate (probably Kathleen on your Pensioners lists) Brooks* responding to the article on R&D in the 1970s in the December 2016 (No 67) issue headlined "The 'gold' before Gaviscon glittered". Recording her career in Overseas Research she declared herself a great advocate of Codis evincing the following letter to her:

Subject: Old times

Hello Kathleen (as you were known to us in Reckitts)

I remember you well, despite my advancing years, from when I was also in Overseas Research with John Scruton and Charles Hewson.

I think my only contribution was to sort out all those cupboards of assorted samples sent in from the branches.

Finding nothing more constructive for me to do, they decided to use L H Giggins passage to India for me instead for a few weeks.

This turned out to become 20 years in the East which I thoroughly enjoyed and came home as head of the Pakistan company in Karachi to take over in Dublin.

This I also enjoyed until I got rapped on the knuckles by John West for setting up a BBQ firestarter export business to the USA.

This did not go down too well as nobody had told the R T French company. I got a job with the HQ in Chiswick but was not happy and left in 1976 to join an Irish brewery and then on to a builders providers which

nearly went bust (no reflection on my input!).

Having enjoyed a generous year on the Irish dole, I decided to move the family to Scotland where my parents had retired. I founded the Galloway Activity Centre in a small way in 1987 to teach people to sail small boats.

A passion which Jill (late wife who sadly died in 1994) and I had pursued everywhere we went. This is now huge as further developed by my second son Richard. See it on the website.

My eldest has already retired(!), my daughter is married to a Kiwi golfer in New Zealand and my youngest runs the Irish Sailing Association in Dublin.

I therefore have four children in four different countries which is a bit inconvenient of them. However I am still quite fit for my age (88 next week) and get out to see them quite a lot.

Editor' note: This is a shortened version of a letter which Roger (Roddy) Hermon sent to Kate and both have agreed we can publish it and report they have established a continuing link enabling them to recall and enjoy sharing happy memories.

The two numbers above give ready access to the staff able to deal with the majority of pensioner enquiries, namely: Chris Little, Group Benefits Director; Debra Wardill, Pensions Team Manager; Teresa West, Senior Pensions Administrator; and Michelle Smith, Pensions Administrator.

No need to say what they can or will do for you. Just read the final paragraph on the cyber attack on P6. It's basic - pensioners come first.

Summer hols



Derby pensioner visitor **Brian Bradley** found some interesting reading on a weekend break at Warner's coastal holiday village at Corton on the Suffolk coast.

"I picked up this leaflet in their shop and found we were at what had been a favourite area for Jeremiah J Colman and was his second residence after Carrow Abbey at Norwich," reports Brian.

The leaflet pictures Clyffe House, above, where, in addition to family gatherings, the Colmans entertained famous visitors such as Prime Minister Gladstone.

Cliff erosion led to the demolition of the house and the extensive gardens were bought and became a tourist attraction as Corton's Pleasure Gardens.

First on line - but on which line?

Nine years ago (Contact No 42, October 2008) as we produced the first digital version of our newsletter we gave ourselves a pat on the back for having been "on-line" at Norwich 130 years earlier - but were we on the right lines?

True, the historic telephone below (a souvenir now owned by Norwich's Ken Herbert) was used to make the first telephone call from Norwich to London but Ken, who organised the Norwich get-togethers, has discovered more.



The first experiment in 1877 to telephone over the telegraph wires between Norwich and Cromer produced only mumbling, put down to snow on the line and resulting in 40 disappointed people leaving the Cromer nocall centre. It was in 1878

that, in order to demonstrate the efficiency of the Edison telephone, a trial was made over the telegraph line belonging to Messrs J&J Colman between Norwich and the firm's offices in Cannon Street, London

The line was along the Great Eastern Railway and was 115 miles long. Experiments began at 4pm and a few words were recognised at each end. Later voices were easily recognised together with a cornet solo played in the Norwich Office.

The unanswered question is whether or not this was typical of trials around the country at the time or (due to Colman's) a unique event.

If there was not another at that time it was, indeed, historic.

FOUR LONG-SERVING CHISWICK LADIES

A former Pensions Visitor is one of four Chiswick lady pensioners whose passing we have to record in this issue, while the photograph of late Norwich pensioner Reggie Fuller, right, is specially welcome.

Sandra Lock was a secretary at Chiswick HQ and went on to work at a residential home before taking over as a Pension Visitor when Joan Ridley retired. Beryl Harper's 44 years included a long spell as secretary to company secretary David Clifford.

Eileen Edney was purchasing manager at shoecare in Watford and continued in that role when the section transferred to Chiswick and Honoria (known as Norah) Green was in the HQ cash office.

Photo from daughter

Reggie Fuller, who was a chargehand in wet and dry sauces at Norwich, earns special mention because we received a note about his death before the formal listing arrived from Pensions Department. That came from his daughter Sue Ames who then responded to our request for a photograph.

This answers our regular request for reports and photographs from family and friends because of the limitations that freedom of information legislation puts on access to company records.

Photographs are the best way to bring back memories and we have mainly relied on back issues of house journals. Now, in this digital age with the rapid growth of smartphones, SD cards for cameras, e-mail and social networking – it's all quicker and easier.

We regret to record the deaths of the following Reckitt Benckiser pensioners:

NORTHERN REGION

(Hull, unless otherwise stated)

Michelle Moore, aged 56, 18 years; Ivy Whiting (98), 11; Kathryn Ansell (64), 42; Sheila Pettit (85), 10; Hamish Mitchell (77), 19; Raymond Storey (85), 29; George Curtis (93), 23; George Elgey (90), 23. Florence Hare (82), 13; Raymond Gray (81), 28.

Group Services – Rosamund Fenwick (64), 12.

Poynton Depot – John Titterton (71), 7.

Colours, Backbarrow – Margaret Davidson (94), 12.

Firefighters – Ian Porteous (72), 21.

EASTERN REGION

(Norwich, unless otherwise stated)

Mary Groves (92), 23; Peggy Lumbard (90), 8; Ella Swift (92), 12; Gary Charlton (56), 13; Arthur Mallett (84), 40; Sidney Steward (82), 25; Peter Wellesley-Davies (74), 16; Maria Smith (82), 14; John

Amiss (96), 32; Malcolm Sales (75), 14; Cyril Soanes (95), 35; John Butler (61), 16; Brian Goodswen (86), 15; Reggie Fuller (85), 19.

SOUTHERN REGION

(Chiswick, unless otherwise stated)

Beryl Harper (87), 44; Honora Green (90), 26; Stanley Hearne (87), 21.

HQ, Chiswick – Eileen Edney (94), 24; Sandra Lock (73), 18.

fag, Wealdstone – David Macrae (82), 3.

Roberts Labs – Derek Taylor (91), 12.

Nottingham – Samuel Sterling (66), 1.



Brandpower and Employeepower

Contact, with wider access to world media, enjoys reminding its readers of their great branded heritage, especially when it's products that are no longer owned.

So when the spectacular \$4.2 billion sale of the Food Division was announced (see P6) there was a special pleasure in recalling *Contact No 3 (June/July 1995)* when the £250m sale of Colman's to Unilever was announced.

At that time French's mustard, made in America, was hardly rated but when UK analysts looked at the McCormick deal they were surprised to see that, ahead of the Frank's Red Hot Sauces and Cattlemen's barbecue sauces with their big South American sales, French's was the star buy with its US market accounting for 30% of global mustard sales.

The Robinsons example

After the Colman's purchase Unilever sold the soft drinks business to Britvic where, as reported in our last issue, Robinsons is listed as a leading Britvic brand, with Tango, J2O and Fruit Shoot also noted, together with the fact it produces Pepsi and 7UP in the UK and Ireland under an agreement with Pepsi.

Pepsi announced in May it was selling its stake in Britvic, reported, as ever, as the makers of Robinsons.

Our earlier editions have shown how the Reckitt family in particular

matched product development with selling, advertising and branding. Now powerbrand is the in word, it is worth noting that employer owners (Reckitts/Colman's) have always shared the name branding.

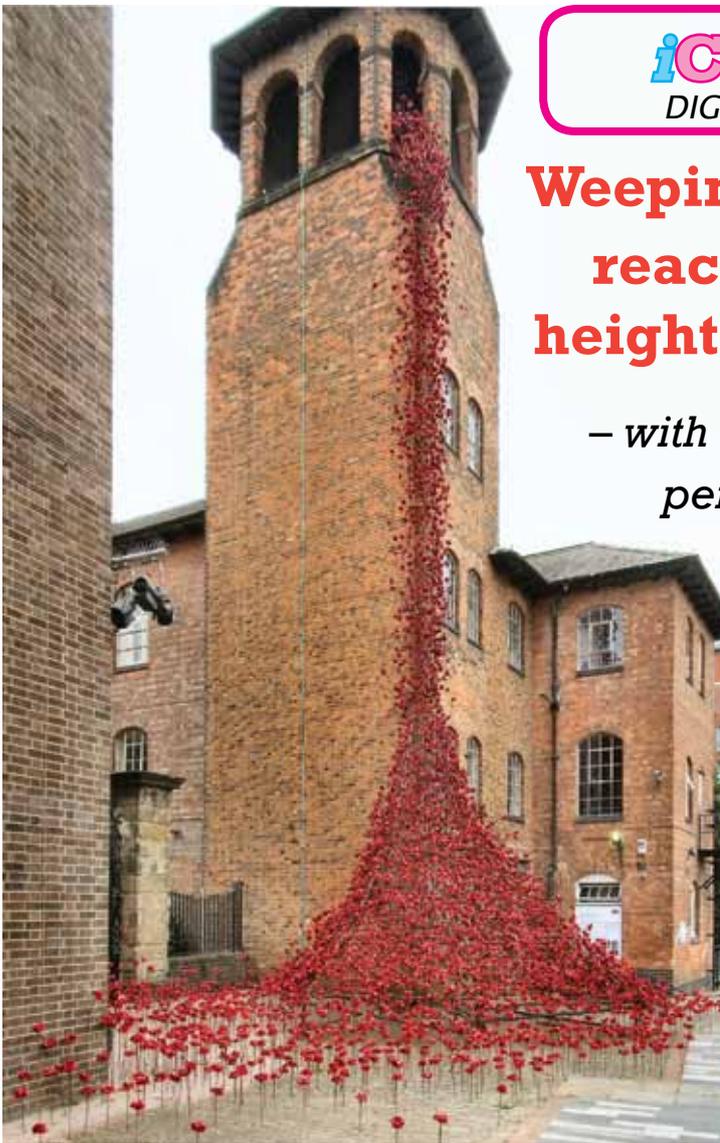
The businesses dating back 170 years or more were small, a family management and marketing group supported by a closely integrated workforce whose welfare was a priority. Employee involvement was sought and nurtured, empowering them in the development of the business.

Ferens would be the notable example of non-family contribution to success but it would be interesting to know, for example, how many of our pensioners and their families can trace their continuing links back to the founding families.

For that matter, how many generations of the same family currently, or recently, worked for the company? Drop us a line.

Weeping Window reaches new heights at Derby

– with a high-flying rb
pensioner there to
record the rise



Andy Lyn iContact 68

The remarkable response by RBPA snappers to the launch of Hull's City of Culture gave us a record-breaking April (No.68) issue, notably in the Digital Supplement, and left us with a couple of questions for this issue.

One was whether we could get a similar paparazzi input and the other was, apart from the fallen, was there a specific link between the iconic poppy display (above, right) moving on from Hull to Derby's Old Silk Mill and our Derby factory.

The photographic answer, left, was provided by Derby pensioner and aviator John McLinden who made the front page of *Contact* in December 2013 with a Humber Bridge photo (below) but could not overshadow his Hull colleagues on this occasion (rules prevent aerial approaches within 600 feet of

buildings).

THE LASTING MEMORY

Contact reported Norwich's 2014 Remembrance Day Service at Carrow with a "lasting memory" photograph of the installation of the 888,246 ceramic poppies at the Tower of London marking the 100th anniversary of the outbreak of the First World War in 2014.

Each poppy in the artwork, called Blood Swept Lands and Seas of Red, represented a British or Commonwealth soldier who died during the 1914-18 conflict.

The original intention was for the Tower display to end on Remembrance Day in 2014 but it was decided that the Weeping Window would be saved and taken on a tour to give more people a chance to see it. Many of the poppies were made by 120 people employed by Paul Cummins', right, at his workshop in Pride Park, Derby (no known connections with our aerosol factory) although some of them were painted in Stoke.



Each of the poppies – the size of a man's fist and on a 2m-high metal stalk – took three days to make and since the tour began in 2015, the

poppies have been seen by almost two million people.

The poppies will be displayed at the Imperial War Museum North and Imperial War Museum London in autumn 2018 in time for the 100th anniversary of Armistice Day.

Mr Cummins, who was made an MBE for his installation at the Tower of London, said: "When the display was at the Tower of London, I never dreamed aspects of it would have a life after that time and that people would be clamouring to see it. So many places wanted to host it and only a few could be successful.



John McLinden's Humber Bridge picture and, right, a Grumman AA5, the aircraft he



uses. When he retired from the Derby factory he turned his flying hobby into a second career in Air Traffic Control at Derby airport.

"Everywhere they have been, millions of pounds have been generated. People have cried, sung, recited poetry in front of them, which is amazing.

"When it went on display in Scotland, the emotion of the occasion made me cry. People gave their lives for us and in a way that needs to be celebrated." he told *The Derby Evening Telegraph*.

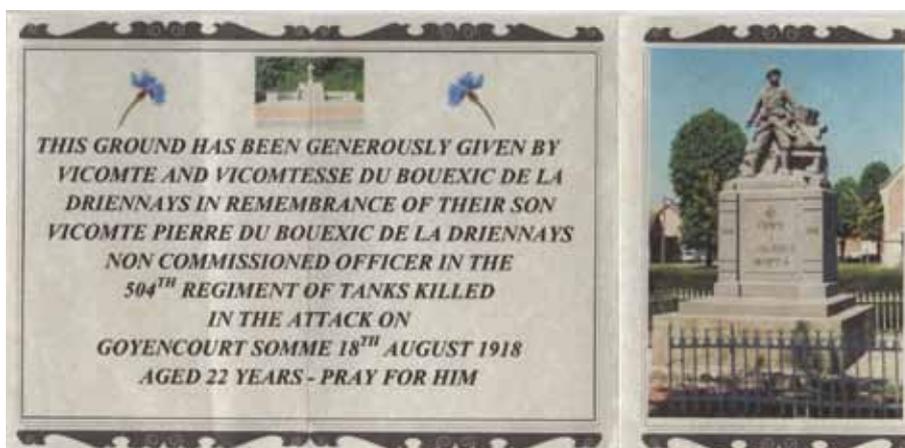
The Carnegie community



The dedicated efforts of the volunteer team made the “Poppy for Oppy” exhibition (see P3) an emotive and unforgettable event for those, including Reckitt families, who went to Hull’s West Park museum.

Most amazing, and memorable, were the thousands of records, some pictured above, of those who fought and died with the “old Pals” in the 10th, 11th, 12th and 13th Battalions East Yorkshire Regiment.

Typical of the sort of effort that went into the Centenary memorial is the concertina booklet illustrated on this page. 100 copies were hand made by Judy Galloway with 70 going on trips to Oppy and the remainder locally – including, we’re proud to say, the *Contact* archive.



The phenomenal efforts of Peter Coates covering 300 cemeteries and 6,800 soldiers graves (he also has thousands of photographs, names and data bases for Royal Navy and Merchant Navy casualties) form a priceless heritage. Judy Galloway’s hand made booklet incorporated, above, the page from the exhibition for the Hull VC and MC hero, 2nd Lt. John Harrison and also featured The Vicomte & Vicomtesse du Bouexic de la Driennays, owners of Oppy Wood, who donated land on the village green to the people of Hull to enable them to build a memorial to the Hull Pals.

The Cornflower... `Bleuet de France` is France`s memorial flower – ours of course is the poppy...

Get-togethers altogether

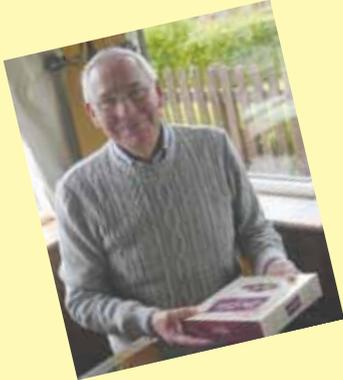
In other words half a year's worth of regional meetings in one go. Hardly enough space for the photos and none for captions!



Derby Hull
High Wycombe



Leicester Chiswick
Nottingham



When the R gave way to the D

Meeting the needs of a market embracing mainly OTC (over-the-counter) but also prescription products led to a critical review of Pharmaceutical Division's R&D focus in 1979 – so the laboratories entered the eighties with a much greater emphasis on development and a consequent reduction in pure scientific research.

Many scientists were made redundant, with a small group of the discovery team left. Groups such as chemical development were retained to enable the lead compounds to be developed further and pre-clinical and subsequent clinical studies to be continued.

In addition to support for buprenorphine; evaluation continued on tolmesoxide, idazoxan and follow-ups like efaroxan.

In the event, 1982 was a milestone for **Temgesic** as it was the year the sublingual tablet, below, was launched, avoiding the need for injections. Its reduced legal control requirements, compared with the established strong analgesic opioid drugs such as morphine, its long duration of action and predicted reduced potential for addiction promised a significant advance.



The development of a format that did not require injection had proved to be a challenge. Buprenorphine's metabolism meant that if it was swallowed the drug was rapidly metabolised before it had the opportunity to activate the receptors that would provide pain relief.

Under the tongue

Placing the tablet under the tongue meant absorption from that site avoided the metabolism that occurred from gut absorption, ensuring the dose was effective.

By 1983 Temgesic had become the market leader in cash terms of narcotic and strong analgesics in UK hospitals and number two in community pharmacies in terms of purchase of strong analgesics.

At the same time Development was becoming the focus of increased activity on many compounds from discontinued Research programmes,

such as novel antiseptic compounds like **Big "G"**.

Big "G" was one of a series of guanidine compounds like chlorhexidine (used in ICI's Savlon/Hibitane) but more effective raising the prospect of improved performance over Savlon.

The formulation challenge, with the enhanced activity of the Reckitt compounds, was how to maintain the Dettol "cloud" on adding to water.

The cost of carrying out the safety testing of these new compounds meant other developments took priority, so the focus moved to the better delivery of existing marketed compounds for over-the-counter and prescription products.

D for bath diversity

Some challenging and diverse new products were developed, **Dettol Deep Fresh**, for example – built on the knowledge that many people traditionally used Dettol in their baths. This brought the brand into a contemporary format in the form of bath foams and shower gels.

Lemsip branched out into liquid formats with the launch of **Hot Measure** – this had several ingredients in an alcohol-enriched base to provide complete cold cure and was designed to be taken at night. This was a new type of product and competed with Night Nurse and other products.

Disprin was advanced by the development of an "on the go" format



as **Solmin** (now sold as **Disprin Direct**) – an aspirin tablet that dispersed on the tongue.

This had the consumer benefit of not requiring to disperse in water and drunk, but was still suitable for consumers who were unable to swallow tablets. The product as launched is probably best remembered by the innovative tube pack, shown left, which included a

Continuing our review of the sometimes less publicised R&D history as the CSE project progresses

by Ian Jolliffe RBPA, with Bob Allison

Thanks to Andrew Hersom and Bill Rushworth for their helpful input.

clever child-resistant closure. It also proved challenging to many adults too, and was replaced by foil packs.

The dispersant technology was also applied to a Lemsip variant – a lemon-flavoured tablet containing a decongestant but using aspirin as the bitter taste of paracetamol was too unpleasant to mask. For commercial reasons, the product was never launched.

Timodine cream was losing market share to other nystatin products in overseas markets as Timodine required cool (no more than 15°C) storage. Considerable effort was put in to attempt to stabilise it – tricky since the active ingredients are not stable in light, oxygen, moisture, acid, alkali, or presence of free metal ions!

It was also decided to expand the Timodine range with an athlete's foot treatment. Competitor products were either messy creams or dusting powders, neither of which were pleasant to use. This involved active ingredients appropriate to this infection and thankfully less unstable.

Insufficient footfall

The formula that was developed was unique and, although applied as a gel like cream, it had an instant cooling effect and a smooth texture. It would gradually dry out to leave the active ingredients and a moisture-absorbing powder – best of both worlds!

The product was launched as **Timoped** but failed to gain sufficient market share.

Regulatory pressures also called for developments to protect brands. The UK government produced a "limited list" in 1984 limiting what products doctors could prescribe.

Common proprietary products such as simple antacids were no longer prescribable and patients were expected to buy these for themselves.

Gaviscon, which was a rapidly developing brand for prescription,

continued on P13

...but the big **D**evelopments were inevitably>

☛ continued from P12

was clearly at risk. Luckily it escaped the first round of cuts but the fear was that it might be victim in future reviews.

Work was done to show that heartburn wasn't a simple indigestion complaint but was due to stomach acid and enzymes moving into the oesophagus causing pain.

Gaviscon's positioning as a product that produced a barrier to acid getting to places where it hurts i.e. the oesophagus ("keeping acid where it works, not where it hurts") needed to be reinforced. Differences to simple antacids that just neutralised stomach acid needed to be made clear to prescribers.

Prescribable Gaviscon

Research, mainly at universities at this stage, showed that the raft barrier of Gaviscon was strong and that it did prevent acid refluxing into the oesophagus.

Using some laboratory mechanical tests plus radiolabelling and acid detection studies in the clinic was a successful strategy and Gaviscon remains prescribable. In addition the knowledge gained enabled the development of further Gaviscon variants in later years.

A potentially fatal adverse reaction of aspirin in some young children and teenagers called Reye's syndrome was identified and, although a very rare event, meant that **Junior Disprin** had to be removed from the market.

The alternative at the time was paracetamol suspensions like Calpol. However, this was based on a sugar syrup which, with much dosing being done at night for teething, meant

that there was a risk of causing tooth decay. A sugar-free format was required for Junior Disprol – this would also give a unique benefit to the product.

Epilim syrup had been developed as a sugar-free formula using sorbitol syrup. The resultant dose/weight of infants' sorbitol would have been likely to have caused some gut disturbances inasmuch as it could act as a laxative!

Coincidentally a new syrup base called hydrogenated glucose syrup had just been developed as an ingredient and was much less likely to cause unwanted gastrointestinal or tooth decay effects – this proved to be a good base for Junior Disprol.

Hydrogenated glucose syrup was also very sticky and would glue the child-resistant caps in place making them adult-resistant too! This needed some last-minute formula modifications to resolve and the product was launched as the first sugar-free over-the-counter medicine using this ingredient.

It was so sticky that an enterprising formulator thought it would make a good base for sugar free confectionery products... several of us will remember being given these and not being able to open our mouths due to the fear of what would give first: the teeth roots, fillings, or these sweets. In addition, standing in a spillage could result in the floor tile sticking to your shoe as HGS was clearly stronger than tile glue!!

With the business focus turning from "R" to very much "D" the philosophy of the R&D focus switched to developing ways of delivering existing drug compounds in more effective ways.

...in this instance "big" included a new Economy Size (750ml) pack



This included the formation of an "Applied Technology" development team. One of the first lines of investigation was transdermal delivery of buprenorphine via films/patches – formats that came to be launched in recent times!

The launch of Temgesic as a sublingual tablet increased its use, particularly in non-hospital situations. The greater patient exposure led to reports of troublesome nausea in some patients.

This resulted in a development project to provide anti-nausea treatments. **Buccastem** was to be dosed sublingually and marketed with Temgesic.

Antinausea /antiemetic

This strategy was soon modified as it was considered to highlight the nausea side effect. By this time other uses of an antinausea/antiemetic that did not have to be swallowed were being investigated, particularly in conditions like migraine where patients were feeling nauseous,

Preliminary development soon established that the chosen active drug ingredient, prochlorperazine, had a bitter taste and uncomfortable mouth sensation making it unacceptable for sublingual dosing. Placing a tablet dose between the gum and the cheek "buccally" could prevent this unpleasantness and, by combining with certain gum ingredients, the drug would be held in place for absorption.

Clinical studies showed an additional benefit of reduced dosing frequency making it easier for patients to use. Buccastem is still on the market, although now owned by another company.

Taste-masking technologies were applied to drugs like paracetamol, ibuprofen and mebeverine to give them more attractive benefits to consumers (see below).

Taste-masking paracetamol e.g. to use in a Disprin direct format was attempted but turned out to be too expensive.

Attention therefore switched to **Ibuprofen**. This drug, as a traditional swallowable tablet, is the preferred format for most consumers. However, a significant number of potential

continued on P14 ☛



Above, Paul Tredder checks some of the tablets produced in small batches in the laboratory.

One of the key marketing factors driving the switch in emphasis from R to D in the 1980s can be summed up in the word – lifestyles. For this busy and more widely travelled generation Pharmaceutical and Household had simultaneous big new product launches in 1983 – big enough to warrant a bumper 12-page issue of Reckitt News No 97 (June 1983) with three of those pages devoted to Solmin and four to the newly-patented **Once** shampoo! No water needed for pain killing tablet taking plus rinse-free hair washing! As one of our headlines said those 34 years ago: **Once the chemistry is correct.**

Developing from the D focus is a better business

continued from P13

consumers are unable to swallow tablets and need a water dispersible tablet form – this was the basis of **Disprin** and **Codis** which had been major successes for the business and established expertise in dispersible and effervescent aspirin tablets.

It was a logical step to develop this format using the more modern painkiller/anti-inflammatory drug, Ibuprofen.

Ibuprofen had some big formulation challenges, principally bad taste, irritant mouthfeel, and low solubility. In addition, with a melting point of about 70°C, it presented processing challenges.

At that time, there was a lot of interest in new compounds called cyclodextrins (CD) which had the ability to trap other molecules inside due to their cylindrical shape. The R&D team found that Ibuprofen was a compound that could be forced into a CD molecule and, in that state, it lost its unpleasant taste. This meant that

subsequently launched as **Colven** later known as **Fybogel Mebeverine**.

Once again, we seemed to have found a bitter-tasting compound in Mebeverine which, as a swallowable tablet, was not a problem – but when presented in a Fybogel cold drink format was well beyond tangy!

It proved to be a difficult compound to mask and eventually required the spraying of a solution of Mebeverine mixed with a polymer which was slowly soluble in water onto Fybogel granules before drying. This polymer slowed solubility of Mebeverine down sufficiently to allow the drink to be consumed before the bitter taste developed.

By using a grapefruit flavour, any residual bitterness was consistent with the flavour expectations of the consumer and so was generally well tolerated. Fybogel Mebeverine was launched and continues to be marketed.

There were also novel ideas around soft gelatin capsule formats

1. **Brontyl** – Reckitts had no cough products and Marketing had been unable to make a cough Lemsip sachet product a success.

We had some presentations from the makers of soft gelatin capsules (familiar to us for their use in supplements such as fish oils) who were looking for new opportunities for their technology.

This inspired the development of Brontyl or **Project Whitby**. There was a Canadian product that had a cough suppressant in soft capsule that could be chewed if desired, but it was not particularly pleasant.

Whitby had a shell that was flavoured with menthol and a taste-masked cough suppressant in the core liquid that tasted of Benylin.

The idea was that you chewed the capsule to release the cough suppressant as a soothing liquid. While that was being absorbed and getting to work the gelatin shell could be

The Whitby Project

The derivation of project names has always been a mystery but in this case, it was said to be derived from the rhyme: "It wasn't the cough that carried him off, it was the coffin they carried him off in" ...Dracula's coffin was dragged off to Whitby hence the project name. "The coughin' stops here!"

chewed, releasing menthol to give cough relief until the suppressant kicked in.

The gelatin capsule needed to be chewed so that it burst and that was the product's downfall. The reports back from the test market were of "like biting into a sheep's eyeball!" (presumably the voice of experience).

Less than encouraging and the project was cancelled!

That illustrated consumers' perception over "techy" expertise – one of many instances that were to lead to Consumer Insights initiatives in the 1990's, designed to better understand consumers when developing new products.

2. "Jello" **Bonjela** had been a success but for adults it wasn't always sufficient and the idea of sticking something on to a mouth ulcer came up. Soft gel capsules containing antiseptic were developed with concave surfaces that fitted nicely over the affected gum.

Unfortunately, the costs of having them made were not acceptable and the project didn't get to launch, but showed the 80's were an exciting time for ideas and techniques.

This continued in the 90's with CRM (Consumer Relations Management) coming into greater focus.

The flagship brand expanded in the 80s with the Dettol range, below, but the "X" was put to the sword in 2002 to strengthen consumer focus on the company's "powerbrands" strategy.



dispersible/effervescent Ibuprofen tablets could be made.

A lot of work was done to turn this into a reality including the installation of the three storey high spray-drier-granulator next to the chemical pilot area on Chapman Street.

In the competitive world **Nurofen** had made a market for Ibuprofen (see Nurofen article in April's Digital Supplement) and this had other companies interested.

Janssen launched a competitor branded Ibuprofen tablet as our product was being readied for launch. Janssen are reputed to have spent millions on launching theirs, but with Nurofen's established hold the Janssen product was withdrawn. The knock-on effect was that our project was cancelled too.

Mebeverine is one that did make it to market! One of the clinical team noticed that Fybogel was often co-prescribed with Mebeverine, an antispasmodic to treat Irritable Bowel Syndrome. This led to the proposal to develop a combination product –



In Contact No.63 (August 2016) we introduced get-together picture pages with: "We've let some emojis have a sneaky look at our pictures so you can tell the grandkids you're "cool" and don't need words to express your feelings. Invented in Japan emojis are swarming all over the internet on smartphones, tablets and laptops. But don't worry ~ we're sticking with words and photographs in Contact." However, we can now add the following number to what we wrote then:



7.9 BILLION



The 7,900,000,000 is the current measure of marketing success. It is the number of "impressions" across all media achieved by rb's campaign to suggest an international standard. The predictable rejection of the suggestion that a drawing (pictograph) of a condom could be an emoji for safe and healthy sex turned, as expected, into a marketing success.

The Chartered Institute of Public Relations (CIPR) journal *Influence* ("influencers" are the target audience) reported that Durex had applied to the Unicode Consortium for adoption of the little blue pictograph in December 2015. It was rejected in 2016.

Durex's PR consultancy, Premier, had planned for the rejection and immediately launched a varied campaign across print and online media.

Like most of its readers, *Contact* was unaware of either the application to the Consortium or, indeed, of the



organisation itself when it introduced emojis in Issue No.63.

The Unicode Consortium is a non-profit corporation, founded in 1991, devoted to developing, maintaining, and promoting software internationalisation standards and data, particularly the Unicode Standard, which specifies the representation of text in all modern software products and standards. Organisations like Apple and Google are members.

As the *Influence* article notes: "Emojis are a dominant part of modern communications platforms; those who use them take them seriously – and pay attention." Premier's research backed this claim.

In the case of Durex, the team knew its target audience of 16 to 25 year-olds used emojis frequently. They had commissioned research with the University of Durham that showed 84% of young people felt more comfortable talking about sex when using emojis. Meanwhile, the MTV Staying Alive Foundation

had found that there was much misunderstanding of sexual health among the target audience.

Last year, smartphone users sent six million emojis in text messages every day, according to software firm SwiftKey. While the most popular image in the UK was a face with tears of joy, it was the widespread use of an aubergine as a phallic symbol that made headlines.

In fact, in April 2015, Instagram made the aubergine the only emoji out of a possible 1,851 to be banned as a search term because of its connotations.

Mindful of playful interpretations of the vegetable, Durex chose to apply for the condom emoji on World AIDS Day (December 1) Volker Sydow, global category director for Reckitt Benckiser, commenting: "It's still a fact that young people talk about it, send text messages about it and use symbols in that communication. We wanted to introduce an emoji that 100% promotes safe sex."

A promoted tweet

In May 2016, Premier published an image of an open text message that called for a condom emoji to be accepted. Circulated as a promoted tweet, it was targeted at key journalists and supported by a Facebook video.

At this point, charity partners such as the Terrence Higgins Trust and New Zealand AIDS Foundation offered to support the campaign on their own channels. "We want to achieve the same thing - safe sex and better health for all," said Volker Sydow. The combined effort drove 1.03 billion impressions across print and online.

The following month, when Durex and Premier discovered that

the Unicode Consortium had rejected the condom emoji, they based their response around emojis that were highly popular. In a bold move, they slapped an image of a real aubergine on spoof packaging, pictured below, for flavoured condoms and shared it on Facebook, Instagram and Twitter.

The stunt triggered 3.13 billion impressions. Five hours later, they revealed that the launch of the product was a hoax. "It's all about the creative idea," said Volker Sydow. "The packaging was not sophisticated but the key result was that consumers played along with it and even made their own designs."

Then, to mark World AIDS Day 2016, the team announced the results of a survey to find the 'unofficial safe sex emoji': an umbrella with raindrops. Internet dictionary Emojipedia then added 'unofficial safe sex emoji' as a definition for the symbol, which helped to trigger a further 789,000 interactions with Durex social media posts.

However, for its tongue-in-cheek appropriation of aubergines and raindrops to resonate, Durex had to



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The #CondomEmoji campaign

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rely on people sharing the same interpretation of the emojis.

Fortunately for Durex, the aubergine emoji is perhaps less open to misinterpretation than others. Its sexual connotations are certainly understood internationally, originating as they did in Japanese manga comics.

The total number of impressions across print and online for Durex's #CondomEmoji campaign was 7.9 billion - its highest level of engagement ever. The team attributes this success to adopting the natural language of social media and mirroring it with campaign pitches to traditional media.

The execution, not the outcome, was what was really important, said Volker Sydow. "Even though in the end we didn't get the official emoji, it didn't really matter. Once you have more than seven billion impressions fuelled by a campaign, you've achieved your objective anyway."

...and another thing for "cool" oldies

The grandchildren may not have heard of what happened on September 17, 2017 so give them the #WorldEmojiDay hashtag to find out on Twitter and Instagram and link to the Museum of Modern Art to revisit where it all started—NTT DOCOMO's original set of 176 emojis, below.



**OLDIES UPDATE:
← THIS LINKS TO
BUT NOT TO**



What, one wonders, would the ladies on the Dolly Blue packing line have thought if the product in front of them was Durex, the number one brand in China now under challenge from the world number two Ansell – better known to the Reckitt ladies as the regional brewery founded in Aston, Birmingham, England in 1858?

The Ansell condoms are Australian but made the UK headlines because of a takeover bid which focussed attention on *rb's* rapid overseas growth, especially as the successful bidder was a Chinese company.

In addition to giving the tabloids the opportunity to put Durex in front page headlines, it gave other newspapers, notably *The Times* with its overseas correspondents, the chance to highlight the company.

In China's big cities, reported the paper's Hong Kong correspondent, condoms are now available in plain view. Convenience stores on urban high streets often have condoms on display by the till, while brands like Durex have millions of followers on their China social media platforms.

On supermarket shelves Ansell's brands Jissbon - named to sound like James Bond - and the higher-end SKYN brand sit alongside an array of local offerings with names like "Endless", "Pleasure More", "Double Butterfly" and "Donless".

Durex is by some distance the best-selling condom brand on Chinese

online shopping platform Taobao, followed by Jissbon, Okamoto and local brands SixSex and MingLiu.

Ansell said it had reached an all-cash deal with China's Humanwell Healthcare Group Co Ltd and CITIC Capital China Partners - a deal reported to be worth \$600m.

Our Dolly Blue ladies would find attitudes in China are, like ours, certainly changing, with condoms - and sex - growing topics in popular culture. Strict rules on nudity mean ads are tamer and more limited than in other Asian markets. Young people also chat about the subject online - though they often use code.

China's conservative attitude, ushered in by the Communist Party when it took power in 1949, has slowly been changing -- helped by growing affluence, more overseas travel and exposure to foreign popular culture.

The government is helping too, spurred by efforts to raise awareness of illnesses such as HIV/AIDS through high-school sex education textbooks and campaigns with university students.

JOB EXCELLENCE WITH THE OLD FIRM

For generations of Reckitt families, their children (and grandchildren) getting a job with the "old firm" was a normal aspiration and nowadays the prospect of a scientific career opportunity in a fast growing international business is even more enticing. An added assurance is the increasing number of other local chemical industry employment opportunities following in the wake of the CSE project.

Pictured, left, is the start of a major expansion at the Hull site of Croda International Plc, the speciality chemicals company which creates polymer additives, high performance ingredients and technologies used in multiple industries, including automotive and packaging.

Smith and Nephew's new R&D facility, right, will be one of the most capable and well-equipped centres in Europe for medical device R&D, specialising in toxicology, chemistry and microbiology.

Peptest, below, shows there is always the personal initiative. The pain relief in a sachet was created by Prof. Peter Dettmar after he left Dansom Lane R&D where he had been a director specialising in gastrointestinals. Now, after years of patient test and development, it has been registered with the US FDA prior to its launch there and Peter has moved his business from Hesse to a bigger plant at Woodmansey.



Good fit with science-based nutrition at



There was surprise and some scepticism when **rb's** takeover of Mead Johnson was first announced and even more surprise at the consequent sale of the food division for an higher than expected price. Then it dawned on analysts and financial circles what the **Health-Hygiene-Home** strategy and powerbrands was all about – so the company is now seen as a powerful world leader in consumer health.

Mead Johnson was built on a foundation of science-based nutrition. It was one of the first companies in the United States to focus scientific research on nutrition for infants and children.

The company was founded in Jersey City by Edward Mead Johnson, Sr, right. He started the company after leaving Johnson & Johnson, which he co-founded with his brother. Over the course of more than 100 years, Mead Johnson has introduced a wide range of innovative nutrition products.



Caroid, a digestive aid and one of the Company's earliest products, helped the new venture thrive.

This was followed by **Dextrilactic-Powder**, its first infant feeding product, digestive aids and dehydrated milk.

Introduced in 1959, **Enfamil** was Mead Johnson's first routine formula designed to be patterned after the nutritional composition of breast milk and is now world leader.

Company founder Edward Mead Johnson's infant son, Ted, suffered from a life-threatening congenital heart condition. The foremost paediatrician in the United States, prescribed a feeding mixture that



First in the US

helped save Ted's life. Years later, the memory of this experience led to **Dextri Maltose**, a speciality carbohydrate powder designed to be mixed with milk.

As the first clinically-supported,

physician-recommended infant feeding product in the U.S., **Dextri-Maltose** laid the foundation for more innovative products designed to meet the nutritional needs of babies and their mothers. During World War 1, the supply of potato starch needed to make **DextriMaltose** could no longer be imported from Germany. As a result, the company needed to relocate to an area where corn, an alternative source of carbohydrate, was in abundant supply. In 1915, the company settled in Evansville, Indiana, where still it maintains its largest presence, including a Pediatric Nutrition Institute research facility and a manufacturing plant.

By the early 1920s, Mead Johnson introduced its first milk-derived product, a protein supplement called **Casac**, to help ease these issues.

Standardized Vitamin D

Nearly two-thirds of American children in the early 1900s suffered from rickets. Mead Johnson identified the beneficial properties in cod liver oil as a solution. In 1924, the company introduced **Mead's Standardized Cod Liver Oil**, providing the first standardized dose of vitamin D.

The philosophy of innovative product development had been established and production facilities expanded to keep pace.

The Phenix Cheese factory in Zeeland, Michigan, was purchased, transformed into milk-derived products and is now a major supplier of infant formula to the United States and Canada. It also provides key components to the company's other manufacturing facilities around the world.

70 products in 50 markets

Mead Johnson International was formed as a separate division to provide a framework for conducting business overseas. Today the company has over 70 products in more than 50 markets worldwide.

The first Mexican manufacturing facility was built in Mexico City,

In the same year the company was recognized by the Medical Pharmaceutical Foundation of the Republic of Mexico as the company



having made the greatest contribution to the nation's public health.

Today Mexico City is the site of the company's Latin America regional headquarters and the Mead Johnson Pediatric Nutrition Institute, Latin America.

Product introductions over the years included **Pablum**, the first pre-cooked, vitamin and mineral-fortified instant infant cereal in the United States; **Amigen**, the first life-sustaining intravenous solution for nutrition; **Oleum Percomorphum** syrup, valued as a source of vitamin D, which prevented rickets. In 1936 **Oleum Percomorphum** in capsule form became the company's top-selling product.

Mucomyst, a mucus-dissolving agent, became the first effective treatment for respiratory problems; **ProSobee** was the first infant formula in the United States with soy



protein isolated from whole soy flour; **Pregestimil**, was for babies with fat absorption problems; **Sustagen**, a nutritional supplement beverage for children, also became a major product in Asia and Latin America and remains a nutritious supplement that can help children meet the daily needs for macronutrients and essential vitamins and minerals.

Mead Johnson's presence in Western Europe expanded in the 1980s, with the company offering

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Three good reasons to buy “a structurally attractive company”

1

Global franchise - Enfa is the world No.1 brand

2

Big head - no tail Enfa 80% of net sales

3

Big in developing markets - 2/3rds of net sales.



vitamins and other nutrients for premature and low-birth-weight babies.

In the years that followed, Mead Johnson entered additional markets throughout Central and Eastern Europe.

The launch of several specialized formulas became successful in both Central and Eastern Europe. **Olac, Enfalac 1 and 2, ProSobee, Pregestimil and Nutramigen** became market leaders in Scandinavia.

Enfamil A+, launched in Hong Kong, was the company's first product including the important nutrients DHA and ARA. Found naturally in breast milk, both nutrients are important for brain and eye development. Under various other names, including “Enfamil LIPIL” and “Enfamil PREMIUM,” the product was later introduced in the United States, Canada, Latin America and Europe.



With the Enfamil range firmly established by the beginning of the 21st century the development programme has continued with worldwide market and production growth to match.

Green policies have been to the fore with, for example, a re-usable tub and refill system offering a significant reduction in the carbon footprint - up to 35% less packaging materials, 60% less energy and 50% reduction in greenhouse gas emissions.

Pediatric Nutrition Institute

The development of the **Mead Johnson Paediatric Nutrition Institute**, or MJPNI, exemplifies the company's commitment to the advancement of science and paediatric nutrition. Mead Johnson has three MJPNI locations - one in the U.S., one in Mexico and one in China.

In 2014 Mead Johnson opened the doors to its newest manufacturing and research centre in Singapore. This complex includes a complete manufacturing facility with quality control facilities and spray dryer, along with a new research and development laboratory that is part of the Mead Johnson Pediatric Nutrition Institute.

This came after the relocation of the Asia headquarters to Singapore in 2012. These new facilities, below, enhance the company's capabilities to invent, improve and innovate products and bring them to market,



The science of infant and child nutrition is complex. That is why Mead Johnson created its **Interactive Science Galleries**, museum-quality facilities that showcase the company's industry-leading processes and capabilities in a compelling way.

Through the use of digital touchscreen media, video displays and group activities, visitors to the galleries - the inaugural one in Mexico City, the second in Singapore - see, hear and experience first hand how Mead Johnson sparks medical and scientific discoveries, and then incorporates those breakthroughs into its product development efforts.

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nutrition products for infants and older babies. Since its introduction Enfamil has undergone several significant reformulations and has evolved into a global family of science-based formulas tailored to the changing nutritional needs of children.

Today, Enfamil formulas are trusted by parents and healthcare professionals and enjoyed by children around the world, in countries such as Brazil, Canada, China, Indonesia, Malaysia, Mexico, Peru, the Philippines, Russia, Thailand, the United States and Vietnam.



Enfakid® and **Enfapro®**, are scientifically-designed to meet the nutritional needs of newborns, infants, toddlers and children. Enfamil's full product portfolio is formulated to provide optimal nutrition and to support brain development.

Following a staged approach, each formula is intended for use as part of a balanced diet, while providing the nutrients needed for healthy physical growth and development during the first critical days of life, up to toddler and school age.

In the U.S., Enfamil was reformulated to have a 60:40 whey-to-casein protein component, similar to that of typical mature human milk (15 days to six months after birth).

Later the company introduced **Enfamil Human Milk Fortifier** which, when added to breast milk, increased levels of protein, calories, iron, calcium, phosphorus,

We had gone to press with our printed pages and the "Employeepower" story on P5 when this new headlining opportunity arose



It's all in the name

Dr. Chris Chapleo's naming of the new R&D centre for Indivior at Priory Park, above right, echoes *Contact's* front page in April last year, above left, recording Dr. John Lewis performing a similar ceremony at Dansom Lane. Both recognise individual achievement but also, reflecting our 170 year old heritage, allow every employee, past and present, to say "that's us".

When Indivior demerged from RB Pharmaceuticals (*Contact* No. 61, December 2014) its name, a fusion of the words individual and endeavour, summarised a shared culture.

Indivior's commitment to transforming drug addiction from a global human crisis to a recognised and treatable chronic disease also reflects the welfare-based team spirit of the founding Reckitt family company.

It is a special workplace culture and environment that lends ordinary names significance and Priory Park shows there can be even more in a name - namely **Mike Alden, Alf Davis, Colin Edwards, Peter Hessel and Neil Hyde** (see below).

Life-transforming treatments

Indivior's chief executive officer, **Shaun Thaxter**, who joined Reckitt & Colman's healthcare business as a senior brand manager in 1995, described the new centre as investment in the mission to pioneer life-transforming treatments for patients struggling with addiction.

"Indivior's focus on the needs of patients can be traced back decades, to the days before buprenorphine was discovered - right here in Hull - and developed as a treatment for opioid addiction.

"Our hope is this centre will help us further our leadership in the development of novel treatment approaches that deliver on the unmet needs of patients suffering from addiction." he said

The presence of **Elisabeth Burton-**

Phillips at the Priory Park opening shows how the welfare ethos survives business changes.

Having lost Nick, one of her identical twin sons, to heroin addiction in 2004 she struggled to find support for her own family during this harrowing time.

Elizabeth founded DrugFAM in 2006 with the sole aim of ensuring that no family, friends or carers are left living in isolation, fear and ignorance of any local and national support.

From humble beginnings Elizabeth has led DrugFAM to become one of the most nationally respected charities for the support of families affected by addiction.

Dr. Chris Chapleo, after whom the building is named, was one of the founding fathers of Indivior and spearheaded the scientific quest to develop buprenorphine-based treatment.

Dr. Chapleo is currently a Fellow of the Royal Society of Chemistry and former Chairman of SMR (the Society for Drug Research).

In a unique gesture the other five listed in Para 4 above have meeting rooms named after them - to which can be added "and all who worked with them."

The new centre, which will house over 50 employees, is equipped with cutting-edge scientific technologies including a 400MHz Nuclear Magnetic Resonance spectrometer and has a 25KW solar panel farm to increase use of renewable energy.

Pictured (l to r) above are Jake Berry MP, Dr. Chris Chapleo, Elizabeth Burton-Phillips, founder of DrugFAM, the charity supporting families affected by addiction, Christian Heidbreder, Indivior's chief scientific officer, and Indivior CEO Shaun Thaxter.



*The close-knit nature of R&D teams led to the Priory Park opening, with pensioners and their wives mingling informally with staff, being as much a get-together as a formal occasion. Indeed, this report could be seen as **Contact's** first family albumn pages.*

Chris Chapleo's opening speech photo, above, allows the family audience to be told this shows what the high-tech building looks like and the name is on that door on the left. Below Shaun Thaxter shares memories with Peter Hessel, who retired 5 years ago, and his wife Pam.





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Actually, it's all in more names



Building plaque on the left, Meeting Room on right



All the "names" at Priory Park had long careers at R&C and Reckitt Benckiser Pharmaceuticals (RBP) and had made significant contributions to buprenorphine development before moving to Indivior. **Chris Chapleo** was Director of Buprenorphine Research at RBP and Indivior's Scientific and Clinical Affairs Director when he retired in June 2017. **Neil Hyde** was the fourth member of the Buprenorphine Business Group (BBG) developing the marketable products. He retired in 2016. **Peter Hessel**, retired in 2012 after 36 years in the business, including a dual role as R&D manager and analytical laboratory manager. **Alf Davis** retired in 2011. His 38 year career included the manufacture of buprenorphine in the Fine Chemicals Plant.



My name is on the door



Champagne is not a drink to be splashed around an ultra hygienic laboratory environment, so mugs and tumblers were the celebratory vessels. However, as the approving smiles show, the distilled liquid provided for family celebration met with general approval. Alf pictured with wife Lynne and Colin with son Gareth.

EDITOR'S NOTE: In my 60 years in journalism August has always been the "silly season" for exaggerated stories. The money markets' slashing of Indivior's value because of copycat products is such a story. As these pages show, people are the determinators. See the "P" in the Chapleo Building's coded RBP 6000 projects as standing for people. Enough said.