



Anton Paar




– CUSTOMER SUCCESS STORY –

Aromaty Fragrances, Louveira, Brazil

The quest for reliable results

Aromaty is a fragrance company based in Louveira, in the countryside of the Sao Paulo state. It was founded in 1996 and it is 100 % national capital, family owned and with its own headquarters. Aromaty operates in the cosmetics, perfumery and household products segments. Currently, most of its customers are small and mid-size companies and Aromaty's market share within this industry is approximately 25% of this market.

Relevant to: perfumes, fragrances, cosmetics, cleaning agents.



Aromaty's quest was for reliable and consistent results. For the company, it was of paramount importance to keep their products stable over time. On this article, it will be shown how this was possible with the acquisition of the Anton Paar Modulyzer System. The interview was done with Marcelo, production manager, and Mauricio, supply chain director. Both are sons of the founder and senior perfumer Mr. Alfredo S. Del Vigna.

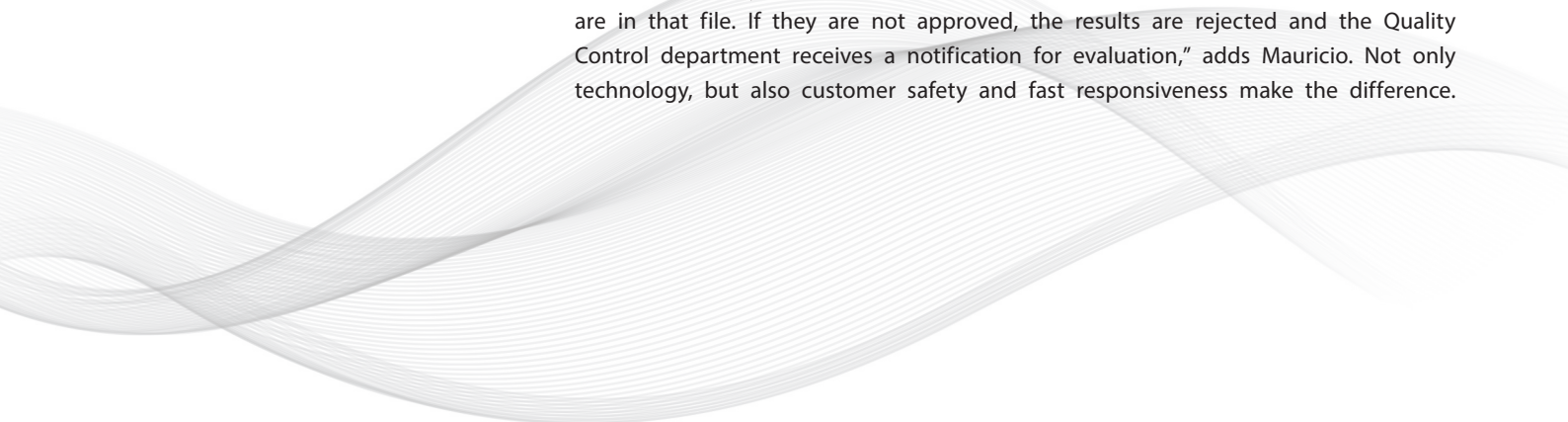
Going Digital with Anton Paar

For about 20 years, the technology used by Aromaty to measure its products consisted of manual instruments, such as the Abbe refractometers for refractive index measurement and pycnometer for density measurement. These instruments demanded a lot of time for each measurement and their results were very much operator dependent, as it was neither possible to have any digital record of the tests, nor of the verification of the instruments. Using manual measurements methods also led to conflicts with their suppliers, as some of them pointed these manual methods as a way to justify that the lab was not competent enough to test their raw material samples. After acquiring Anton Paar's Modulyzer system, the measurement protocol changed completely.

Currently, the benefits experienced by Aromaty with the implementation of the Anton Paar Modulyzer system are: measurement precision, results reliability, automation and process control, less human dependency and a significant increase in sample throughput, leading to much faster and reliable batch releases. Moreover, with the implementation of an 100 % automatic instrument, they could guarantee that all the measurement routines would be executed in the same way according to the programmed method.

Another determining factor for the choice of an automated system was establishing a standard batch release protocol: "The system is set with a rigid and controlled protocol, which is pre-approved by the final customer as per the commercial negotiation, then the screening is performed by the system and any divergence in the measurement of density, refractive index or optical rotation is reported, allowing an action to be taken in case a sample or batch have to be rejected," explains Marcelo.

The system is 100 % automatic, with integrated data management through LIMS: "As the Modulyzer system issues the measurement report in a .csv file and upload it to LIMS, the system reads the file in real time and imports the parameters that are in that file. If they are not approved, the results are rejected and the Quality Control department receives a notification for evaluation," adds Mauricio. Not only technology, but also customer safety and fast responsiveness make the difference.



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The search for Anton Paar instruments happened at a time when the company was growing along with a large workload, without leaving reliability and credibility behind.

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High quality and the best performance

Aromaty is a company that aims to “establish successful partnerships” and before choosing their vendor for the density, refractive index and optical rotation analyzer, evaluations were made looking not only for the best price, but reputation and market presence were also key for their decision.

Maurício reports that during their evaluation, they found several elements that led to Anton Paar being a company that met their requirements of tradition, quality, expertise, know-how and specific knowledge in the area of fragrances: “it was a company that presented safe elements for us”, stated Maurício.

In addition, they also found Anton Paar support and customer service very appreciable.

Aromaty believes that the best scenario for a good relationship between customer and supplier must balance technology, support and delivery of what was promised on one hand and customer support, service, and after sale on the other hand, all of it using the same language. As per Marcelo, knowing how to balance all these aspects was a differentiator that Anton Paar had. Marcelo added: “many companies have different departments for their processes and whenever you need support, a different person must be contacted. At Anton Paar Brazil, different people from different departments solve any problem so the instruments never stop. This fast-responsiveness offered by Anton Paar is a true differentiator.”

Currently Aromaty measures about 124 samples per day and Anton Paar Modulyzer system operates 24 hours a day. The sample preparation routine consists of preparation during the daily shift, including priority samples if necessary and by the end of the day shift, the carousel is loaded again so the measurements are done throughout the night to the next morning. Maurício adds that: “even though the investment was slightly above our purchase power, we needed the system to work such as an airplane, never stopping, proving the ability of an automated system to operate autonomously and independently”.

As soon as the Modulyzer system was implemented, there was an increase in the lab credibility because Aromaty's raw material suppliers also use Anton Paar instruments. When checking the received products once, it happened that one of the raw materials was out of specification. In this case, the supplier promptly accepted the result, because the instrument used by the supplier was from the same manufacturer. And Mauricio confirms that after telling their customers that Aromaty uses Anton Paar instruments, the confidence level among their customers has increased contributing for their purchase decision.



Trust that goes beyond the measurement

Aromaty's mission is "to make quality fragrances accessible to their consumer at a competitive price". Mauricio describes that a company has several needs to reach an agreement with its clients and what Anton Paar proposes is a solution that makes the person in the administrator position more comfortable to make a purchase decision, because the acquisition of the analytical instruments will provide the confidence and smoothness that the measurement procedure will be performed in the best possible way. What Anton Paar and the measuring system propose are measurements that prove the quality of the product being delivered. It brings in peace of mind, good relationship and trust, which are extremely crucial in the customer-supplier relationship (as the measurement report is considered a contract). Having the Anton Paar equipment brought the confidence that all reports will be made with all the correct parameters and methodologies: "we no longer have to worry about measurement protocols, because the equipment controls all parameters and warns us when something is off. Additionally, we gained a lot of speed after we brought the instruments in", says Marcelo.

For Mauricio, as the instrument and Anton Paar are famous and respected, it's also key that Anton Paar and the device's details are highlighted in the measurement report.

Marcelo remembers that once they sent a measurement report to a very important client, informing that the instrument was Anton Paar. The lab manager as well as other managers felt very safe with the results, because they used the same instruments – actually Aromaty's Modulyzer was even more accurate with the auto sampler. This contributes to certify their laboratory and suppliers and Mauricio concludes: "Our measurements are Anton Paar's responsibility (laughs). Today, tomorrow and always."

The vision of Anton Paar instruments is that the procedures will always be followed in the same way, so the result is faithful, regardless of the person in front of the instrument.

Main points at a glance

MEASURED PARAMETERS Density, refractive index and optical rotation

INSTRUMENTS DMA 4500 M, Abbemat 300, MCP 100, Xsample 530

ACCURACY ± 0.00001 g/cm³

SAMPLE REVENUE 124 samples per day