



# Italian touch for fragrances

A book with more than one scent





We say that books have their own particular smell. A smell that evokes dormant memories as we close our eyes and leaf through the pages. That is especially true for the book you hold in your hands.

A book that may be small in size yet holds something of great importance to us, something we have been doing for a long time: creating fragrances.

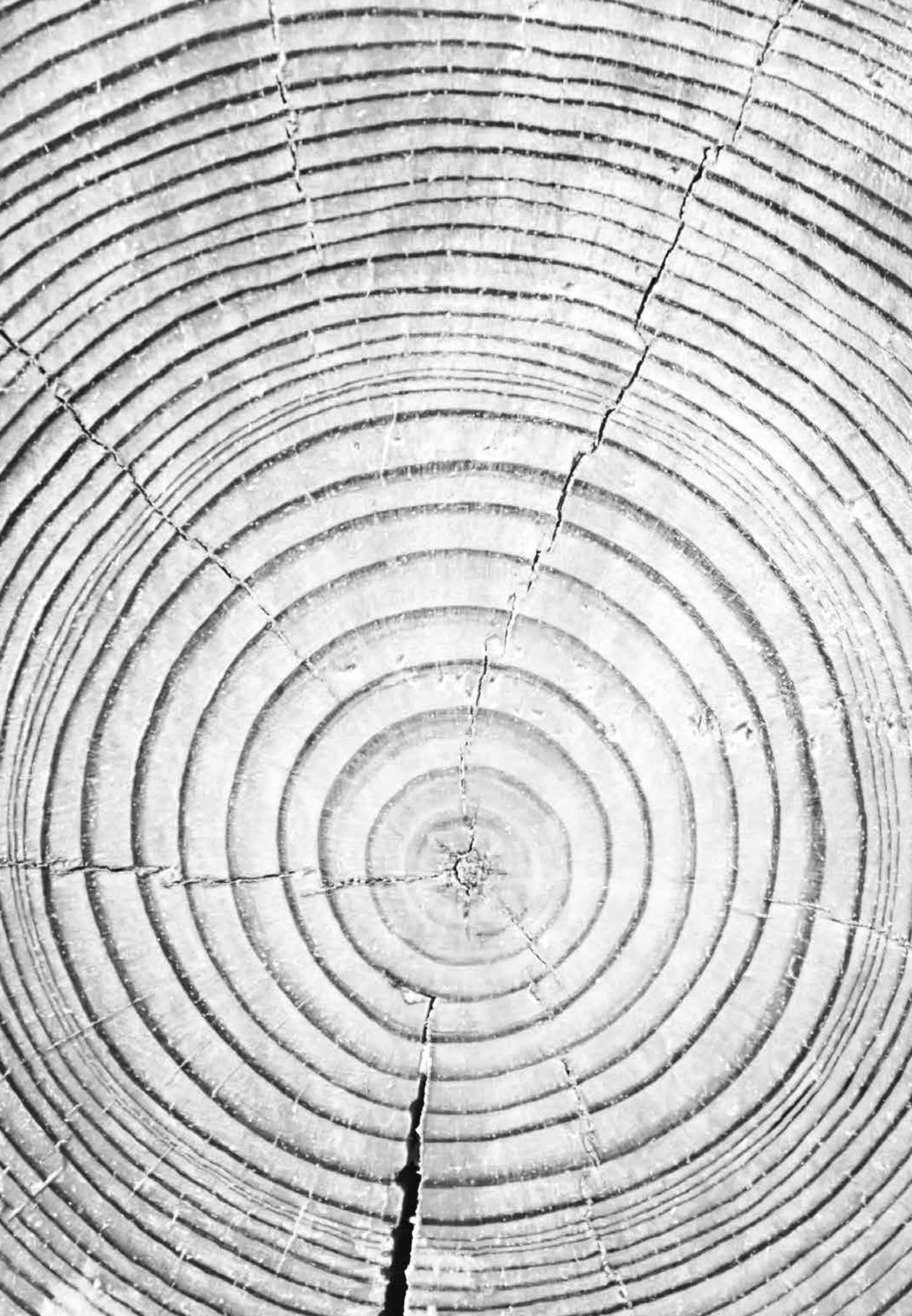
This is a book of many scents. Try reading with your eyes closed.

GRC Parfum



**“The world  
of perfume is  
a magical world.  
Every day brings  
a new note.  
Every day has  
a different scent.  
You create  
something that  
didn’t exist.”**

Silvano Corlazzoli



There's history in the air \_\_\_\_\_ pag 8

A family of values \_\_\_\_\_ pag 10

A family of guarantees \_\_\_\_\_ pag 11

Mentions \_\_\_\_\_ pag 11

Our home \_\_\_\_\_ pag 12

Our spaces \_\_\_\_\_ pag 16

Our perfume production \_\_\_\_\_ pag 18

Products \_\_\_\_\_ pag 20

Timeline \_\_\_\_\_ pag 22

Thanks \_\_\_\_\_ pag 25



# A family of values

Our values are meaningful because they reflect a healthy and careful company, as well as the people who built it with passion and daily commitment. The same way that you raise a family.



## Tradition

Tradition means a wealth of precious experiences to be handed down, reinterpreted and transformed into something new.



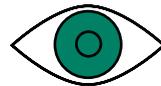
## Ethics

Ethics means investing in people and having respect for them and the environment. It means being fair and transparent.



## Innovation

Innovation is what drives us to create something new, with new solutions at the forefront of our mind: cutting-edge technology combined with human ingenuity.



## Reliability

Reliability means understanding the needs of each and every customer. Speaking the same language. Becoming translator and interpreter of their sensations, to perfectly respond to their requests.

# A family of guarantees



Certification  
ISO 9001



Certification  
ISO 14001:2015

Certification of our loyal customers who continue to choose GRC Parfum.

**GRC Parfum follows all the processes needed to guarantee a quality product and quality of life.** We comply with IFRA standards and all current laws on personal and material safety.

# Mentions

According to new research by the Politecnico Milano, as part of the Innovation project that showcases entrepreneurial brilliance in Milan, GRC Parfum is among the 100 best Milanese SMEs.

GRC Parfum was included in the 2018 by Corriere della Sera in 500 in “Future Italia, 500 companies and champions that have driven and continue to drive the country”.



GJC

POSTA

# Our home

The automatic doors slide open. Visitors are greeted by a vintage Vespa. A special welcome that says: this is **Made in Italy**, the crossroads of tradition and innovation. It is a **10,000 m<sup>2</sup>** space that houses **33 kilometres of steel tubes** along which **800 raw materials** travel, packed in nitrogen, toward the mixing room. All this, in a headquarters formed of two units, is connected by an external corridor: a tunnel that links the laboratory, the factory and the warehouse.



“The long hallway of my grandparents’ house that would lead me to distant worlds, pirate worlds, at 3 o’clock on a Sunday afternoon, just before the floor dried and smelt like a field of flowers.”

Where everything functions and communicates. Where automation is attentive to craftsmanship and vice versa.

And where the **sustainable architecture** has a low environmental impact because it uses natural resources. A solar energy system covers **50% of our requirements**. The factory was designed and developed vertically, so as to use electrical energy sparingly. Raw materials move from above: cascading down to become essences. **Human technology for high quality fragrances.**



“Swimming lessons: chlorine in the pool and then the clean smell of freshly washed hair in the changing rooms, eyes closed while using the hairdryer and thoughts that drift like clouds.”

# Our natural environment



**10.000**  
m<sup>2</sup>



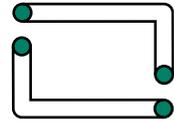
**Raw materials**  
800 raw materials that travel packed in nitrogen.



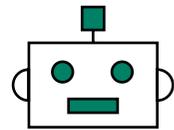
**Sustainable**  
The architecture has a low environmental impact because it uses natural resources. A solar energy system covers 50% of our requirements.



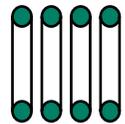
**Essence**  
Raw materials move from above: cascading down to become essences.



**33 kilometres**  
of steel tubes.



**2 automated lines**  
lead to the mixing room.



**Vertical structure**  
The factory was designed and developed vertically, so as to use electrical energy sparingly.



**Human technology**  
for high quality fragrances.

**Perfumes that we wear, as though they were part of us. That are there in the shower with us, on our skin where a beard was moments before, on our wrists and neck, behind our ears. Perfumes that cleanse and smell of intimacy. The smell of home, when we get back late and turn on the lights. The different scents of plates, floors, windows and ceramics. The special smell of a new car. GRC Parfum is all of these. A brand-new fragrance every time.**

# Our spaces

The laboratory and production plant: it is here that the capacity of a large structure is combined with the flexibility and attention to detail of a smaller company. A close-knit team made up of the people who design and produce the fragrances and who dedicate themselves to the specific needs of a customer and their project.

The people who interpret and meet the customer's needs.



“My pillow is the last thing I smell every night. I rest my head on a soft universe that welcomes my cheeks, eyes, nose and dreams”

# Fragrance laboratory

The core of the GRC Parfum service is Consultancy and Product Design. And the heart of the company is the busy laboratory, where our fragrances are born and take shape.

This is the stage for the passion and experience of our perfumers, who work with product development experts to create unforgettable formulas. Technical skill and memory. Creative development and the utmost respect for all current regulations.

“Perfume is memory. It is where we come from. My work is to make sure we never forget.”



“Fragrance is memory. This is the first thing that comes to mind. I believe it is a time machine that takes us back to the greatest moments of our lives: open fields, childhood, nature and, as adults, the memory of love, food, a city, everything that we treasure.”





# Our perfume production

Let's move on from the heart of the company, where our fragrances are conceived and produced, towards the place where they become form and substance. It all starts in the product storage and automatic dispenser area: a **1,500 m2** space, with a height of **12 metres**, where the raw materials begin their journey to become essences. From here, the products are transported by gravity from the tanks to the mixing area without using any electrical energy.

“...a 1,500 m2 space, with a height of 12 metres, where 800 raw materials begin their journey to become essences.”



“There was a wood-burning oven in the village where I was born. Every morning I was greeted by the smell of freshly baked bread.”

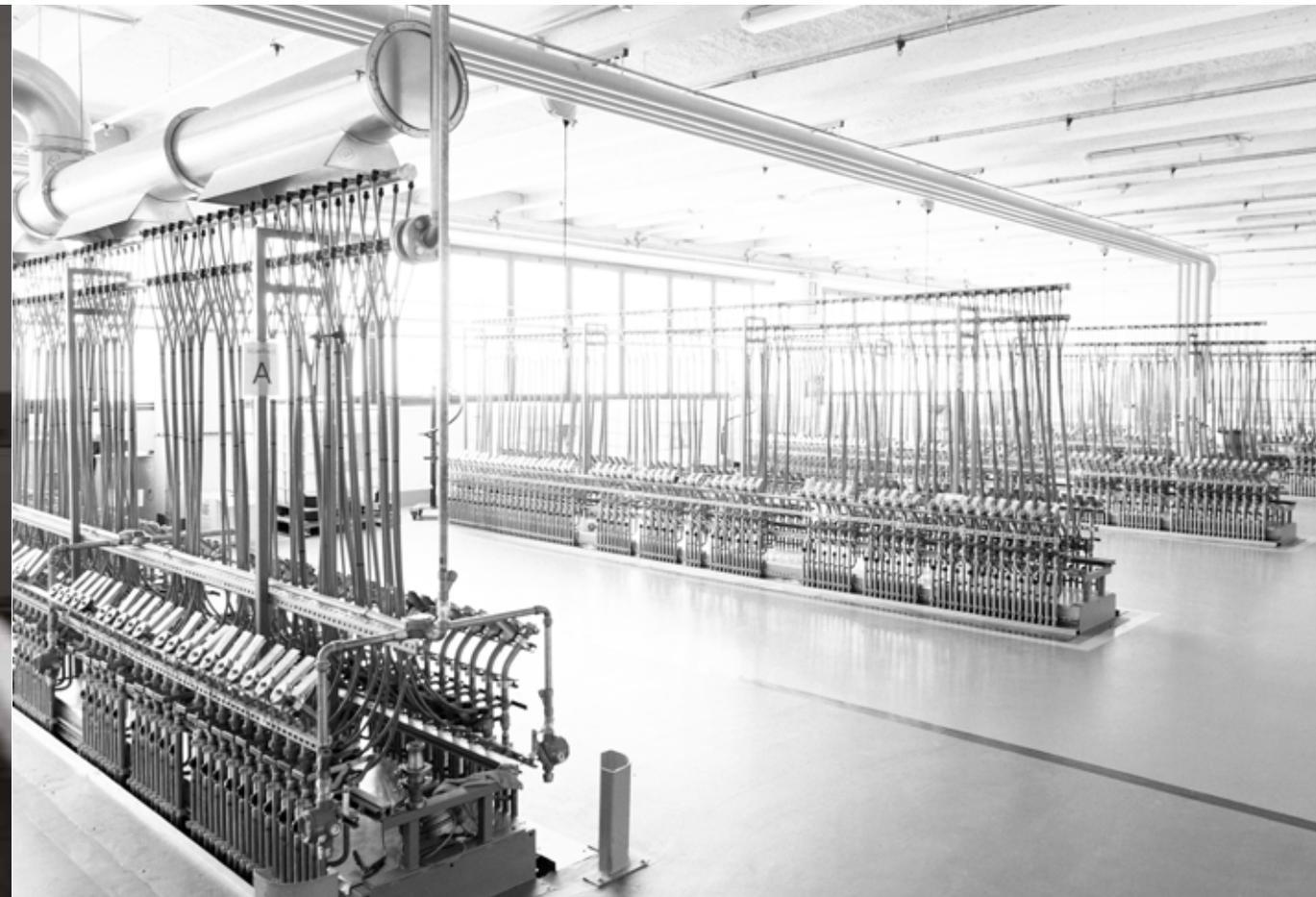
The mixing process can be automated or manual.

The production capacity varies between 5 and 5,000 kg. **Powders, liquids and resins take less than an hour to become formula and perfume.** We complete our tour with the packaging department and warehouse for the delivery of raw materials and finished goods.

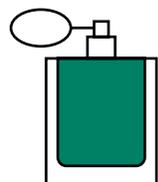
With a production capacity of over 3,000 tons per year, the art of developing a product within seven days and sending it in nine days from the time of the order, GRC Parfum provides excellent service to its customers.



“The first scent I remember is my mother's. From the door to the hall, from the living room to the bedrooms. It is still the smell of home for me today.”



# Products



## Fine fragrances

Perfume that we wear, as though they were part of us. Our master perfumers expertly mix the best ingredients to design new olfactory identities every day.



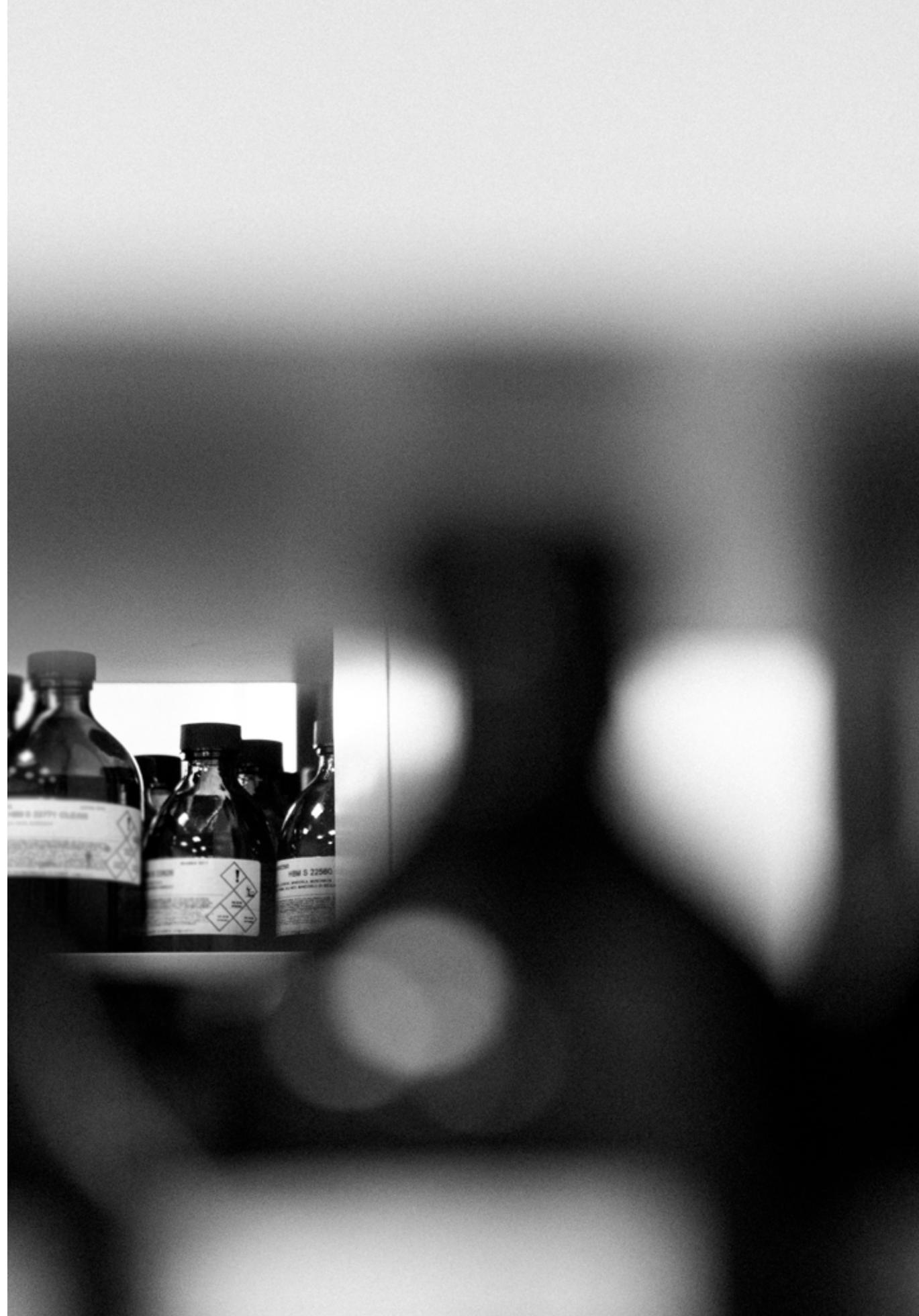
## Personal Care

The scents that make us feel good. That are there in the shower with us, on our skin where a beard was moments before, on our wrists and neck, behind our ears. Every day we create notes that respect the skin and transform cleansers, deodorants and creams into precious moments: daily beauty and wellbeing for the body.



## Home Care

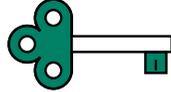
The scent of home, when we get back and turn on the lights. The different scents of plates, floors, windows and ceramics. Freshly washed sheets and soft towels, crisply ironed shirts and suits, that sense of order that ensures a good start to every day. GRC Parfum perfumers create olfactory notes that linger in the air even after washing, spreading around the house and giving a pleasant smell to environmentally friendly cleaning products.



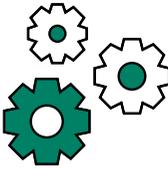


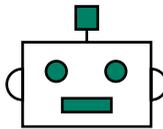
# Timeline

1927  
  
BPS was founded

1998  
  
The Givaudan Roure group sold the Italian branch of the company to Silvano Corlazzoli, who created GRC Parfum.

2008  
  
New factory in Settimo Milanese with automated plant.

2015  
  
Expansion of production department, warehouse and offices.

2018  
  
Implementation of the second automated production line.

We hope that you have taken something from  
this journey through our home of essences.  
Even just a single scent.

We have reached the final page, but you  
can start a new chapter by creating new  
fragrances with us.

Thank you.

CRG





**“A perfume fills  
the air, it crosses  
generations,  
it unites and  
captivates.  
It is a part of  
each and every  
one of us.  
The invisible  
essence that  
touches us all.”**



GRC Parfum S.p.A  
Via Darwin, 26  
20019 S.mo Milanese (Mi)  
+39 02 3286191

[www.grcparfum.it](http://www.grcparfum.it)

