



## Media Release

Geneva, 03 April 2019

## Givaudan Fragrances launches 'Carto', its Artificial Intelligence powered tool to reinvent the way perfumers create

As part of its 2020 digital innovation strategy, Givaudan Fragrances is thrilled to announce the launch of 'Carto', our latest intuitive and interactive system that reinvents the way perfumers create.

'Carto' is an AI-powered tool that brings science and technology to the service of the perfumers. It is designed to intelligently use our unique ingredients 'Odour Value Map' to maximise the olfactive performance in the final formula. Going forward, our aim is to also leverage consumer insights to provide additional data to our perfumers to help them refine their creative accords.

'Carto' invites perfumers to dare new accords through a playful visual approach, with a wide touch screen, where they can create their formulas differently from the traditional spreadsheet or olfactive pyramid representations. The experience also includes an instant-sampling robot allowing a seamless production of fragrance trials at a speed that cannot be matched by traditional sampling methods.

Maurizio Volpi, President of the Fragrance Division said: "We are strongly committed to drive digital innovation in fragrances and it is exciting to see 'Carto' coming to life as it truly evolves the way perfumers create. The system allows them to bring together physico-chemical science and technology to maximise the use of our palette of ingredients while making experimentation simpler and fun. It brings to life their ideas, inspirations, and creative concepts in a very efficient way while taking away the repetitive tasks. The role of the perfumer remains at the centre of creation, 'Carto' comes as the digital support they can use to enhance their creative work."

'Carto' is being deployed at our fragrance creative centres in all regions where perfumers are experimenting the system by integrating it as part of their creation process, already showing very promising results. 'Carto' also communicates with our other usual creation systems allowing the perfumers to have holistic and innovative creation process.

Calice Becker, Perfumer and Director of the Givaudan Perfumery School said: "I have been part of this exciting project since the beginning, and I have been able to help shape this tool that I believe contributes to the future of perfumery. It is a true complementary support to our work, it allows us to experiment much more than we can today, to dose our formulas in the most performant way, and we, perfumers, bring the creative touch, the one most important part that can't be replaced by any system."

In January 2019, Givaudan had announced the opening of its Digital Factory that aims at accelerating digital transformation and innovation, where 'Carto' is currently part of the Computer Aided Creation programme.





## **About Givaudan**

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in almost 150 locations, the Company has more than 13,500 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

## **About Givaudan Fragrances**

Givaudan is passionate about perfumery and is dedicated to combining creativity and innovation to design beautiful fragrances. With the industry's largest perfumery team, Givaudan contributes to making life delightful and memorable through unique scent experiences for customers around the world. Currently present in all major markets, Givaudan strives to deliver fragrances for personal, home and laundry care, as well as prestige perfumes. Our customers benefit from Givaudan's expertise in three business areas: Fine Fragrances, Consumer Products, and Fragrance and Cosmetic Ingredients. We invite you to 'engage your senses' and learn more about Fragrances at [www.givaudan.com/fragrances](http://www.givaudan.com/fragrances).

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