

UNICHEMA

HISTORY OF UNILEVER



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# HISTORY OF UNILEVER

Today more than millions of people in the world every day use UNILEVER products in hundreds of brands



## 2000-Now

The 2000s start with the launch of Path to Growth, a five-year strategic plan, sharpened in 2004 with Unilever's Visionary mission focusing on the needs of 21st century consumers. In 2009, Unilever announces a new corporate vision - working to create a better future every day - and enters the 2010s with a new strategy: The Compass. To support this strategy, the Unilever Sustainable Living Plan launches in 2010.



## 1993

In 1993 Unilever acquired Breyers from Philip Morris, which made the company the largest ice cream manufacturer in the United States



## 1996

In 1996, Unilever merge Elida Gibbs and Lever Brothers in its UK operations.

In 1997, Unilever sold its specialty chemicals division, including National Starch & Chemical, Quest, Unichema and Crosfield to ICI for £4.9 billion.

## Short History of UNILEVER

Unilever was founded in 1929

## 1945

After 1945, Unilever's once successful United States businesses  
1972 Unilever purchased A&W Restaurants  
In 1980, Unilever strengthened its position in the world skin care market by acquiring Chesebrough-Pond's



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*By William Herkets  
and James Lever*