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## 150 years of SOFW Journal: Back and to the Future

### One Eight Seven Four – A year of great importance:

Around 30 artists present their works in Nadar's Paris photo studio. Among them is **Claude Monet** with his painting "Impression, soleil levant," which is considered the beginning of Impressionism.

**Johann Strauss'** operetta "Die Fledermaus" has its premiere in Vienna.

**Karl May** began his career as an author of Wild West novels in 1874 - the creation of Winnetou and Old Shatterhand.

In the Martino-Katharineum in Braunschweig, a teacher introduces his students to a new game: football. This was likely the origin of football in Germany.

Stories like these shape and accompany us to this day.

**In 1874, the first issue of the Seifensiederzeitung was published in Leipzig, the forerunner of today's SOFW Journal and the first magazine for this industry in the world.**

The original subtitle was „The New Advances in Soap Manufacturing and Allied Businesses.“

In **1895**, **Hans Ziolkowsky** from Augsburg took over the publishing rights, whereupon the trade journal has been published by "Verlag für Chemical Industry, H. Ziolkowsky GmbH" since.

In **1927**, part of the Seifensiederzeitung was published under the title "The Perfumer", a magazine for perfumery and cosmetics.

In **1948** the name was changed to "Soaps, Oils, Fats, Waxes - SOFW".

Since the beginning, the journal has been closely linked to soap makers' associations and played an important role in the founding of SEPAWA® e.V. (Association of Soap Makers, Perfumers and Detergent Experts) in 1954, whose official organ it remains to this day. There are also close relationships with other industry associations such as DGK e.V., founded in 1957.

**Technological advances are fundamentally changing the publishing industry. Digital media, online events, search engines and AI are indispensable today.**

The SOFW Journal is now an international multimedia provider and information platform for the cosmetics and detergent industries.

With **SOFW 360°**, an extensive toolbox was created in 2023 with over 1,300 archived articles and constantly supplemented with new specialist articles. It provides practical information for the international home and personal care industry, complemented by over 100 video presentations.

The **SOFW Journal** is currently published in German, English and Korean (Korean Cosmetic Magazine by Cosin powered by SOFW).

Over the course of the year, we will publish interesting, sometimes humorous anecdotes and articles from our 150-year history in all issues.

Be curious!

Robert Fischer  
Editor in Chief