



# THE COMPANY WE KEEP

**CONNECTING PEOPLE AND HERITAGE**  
**ACROSS BORDERS AND BRANDS**



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Roche was founded in the late 19th Century by Fritz Hoffmann-La Roche following his experiences during the cholera epidemic in Hamburg 1892 in Basel, Switzerland. His aim was to produce pharmaceuticals with scientifically proven effect.

Today, Roche is one of the largest producers world-wide of hospital pharmaceuticals and diagnostic devices. The Roche Collections and Archives manage the assets which have assembled since the company was founded which are earmarked for unlimited retention. As such, it is a centre of competence for the company culture of Roche, helping stakeholders to identify with the company's values and aims.



*Our collections comprises more than a million photographs, around 4 kilometers of files in three global locations, thousands of films, thousands of artworks and objects in special collections like furniture collections, tools from workshops, entire historical laboratories and special collections like historical apothecary jars and preparations of animal and human anatomy. Furthermore, we assume responsibility for the company's portfolio of historically significant buildings and the in-house publishing company Editiones Roche.*





The most lucrative market before 1917 was Russia. On his last visit to the St. Petersburg branch, a director of the company was given a bottle of vodka for his way back home. The shock of losing the market and a lot of money was so severe, that this bottle was kept ever since as a memento in the archives of Roche. It says "vino" because at the time, Lenin had banned production of vodka in the newly founded Soviet Union (the ban did not last long).



# ANDERS SJÖMAN

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The Centre for Business History in Stockholm (Centrum för Näringslivshistoria) helps Swedish companies take care of their historical material in professionally managed archive solutions, both physical and digital. The companies are also offered help in actively researching and using their heritage as a strategic business asset - or history marketing. Through its independent research secretariat, the Centre also conducts independent research and initiates academic projects in interdisciplinary collaboration. More at [naringslivshistoria.se/en](http://naringslivshistoria.se/en).



*Founded 1974.*

*About 7 000 corporate archives under management.*

*87 000 shelf meters in 3 locations around Stockholm.*

*28 employees, primarily archivists.*

*Oldest artefact: a letter from 1597 to the King (in forest group SCA's archives).*

*Youngest artefact: clothes from Mexican designer Lorena Saravia (in fashion group H&M's archive).*

20.2.1964.

Bästa Barbro Lindgren!

Mats är en liten trevlig unge, som man också för författarinnan, som vet så riktigt lika mycket om hur man bygger upp manus, och orsaken är lite för lätt fall - författarinnan gör det egentligen episoden till den andra för att verkligt göra många, många, för det lätt sätt a gäller Er har man känsla vad rätta stina arbeta om jag kunde förklara bara och främst önskar att boken till Ni först så att jag inte så några riktlinjer. Först jag menar, a bara ger Er mer personer som Ni bara och främst att Ni har en gång i uppdrag att främst sån där en novell jag rynde till att skriva att Ni har fått jag talar till att skriva op det tills Ni i uppdrag att skriva bitel i

Even after making her name as an children's book author, Astrid Lindgren kept on working as editor at book publisher Rabén & Sjögren, guiding aspiring authors. Or rejecting them. As this letter shows: she rejects to the script of debutant Barbro Lindgren - but offers abundant constructive criticism, from how to structure the narrative to avoiding humor that only adults would get. Barbro rewrote the manuscript - and got it published. When winning the prestigious Astrid Lindgren Memorial Award in 2014, Barbro credited Astrid's rejection with teaching her the craft of writing. And that's how a thoughtful rejection can help a literary career bloom.



# ANNA SCUDELLARI

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Founded in 2025, AICHEM - Italian Association of Corporate Heritage Managers has been created to bring together and recognize professionals who safeguard, manage, and promote the values and cultural heritage of Italian companies. Corporate Heritage Managers are the experts who identifies, protects, organizes, communicate and enhances the company's cultural heritage in all its dimensions, translating it into strategies, projects, and tools. They guide processes, raises stakeholder awareness, and generates value, while respecting the corporate identity and the communities they serve.



*The first in of its kind in the world, founded by 3, AICHEM has reached more than 20 members in few months. Partners and supporters have joined the network. Companies have recognized AICHEM as an ally for integrating skills and transforming their heritage into a strategic asset. Universities have found AICHEM to be a powerful force for inspiring younger generations toward new career paths with great potential.*



How long has a Corporate Heritage Manager been working at the same company? What is their educational background? What is their relationship with business archivists and other heritage professionals? Through the AICHeM network it's possible to give answers to these questions and more.



# HENNING MORGEN

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GROUP HISTORIAN

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A.P. Moller Holding is the parent company of the A.P. Moller Group, and invests in and builds businesses with a positive impact on society.

The History function purpose is to document the founding family and company heritage to ensure consistent, factual and timely communication of relevant historical information in support of the general communication efforts.



**A·P·MOLLER**



My favourite item in the collection is the minutes of the first board meeting in 1904 which ends with the words "The company is hereby established. Meeting adjourned." Soon after, the first shares were issued.



# MARTIN GERSSEN

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MANAGER ALBERT HEIJN ERFGOED

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The Albert Heijn Heritage Foundation preserves and shares the rich history of Albert Heijn. We collect and safeguard objects, documents, stories, images, and audio that reflect the company's identity as a retailer, and we support the Albert Heijn organization in developing new historical materials.

We operate a museum shop at the Zaanse Schans and an archive museum in Albert Heijn's former coffee-roasting facility in Zaandam, where unique items such as 75 years of Allerhande magazines, savings campaigns, and store materials are displayed. The museum is open to the public and supported by volunteers, mainly former employees, who document and digitize the collection. Albert Heijn's history is also showcased at the Ahold Delhaize headquarters in the Albert Heijn Café. Much of the archive is available digitally and through social media.

Albert Heijn is a member of the Association for Business and History, which works to bring together companies, enterprises and institutions that preserve business heritage collections for future generations.



*In our museum shop, we welcome 200,000 visitors annually, and our archive contains more than 50,000 objects. Both are partly managed by a group of 35 volunteers.*





In the 1950s, Albert Heijn revolutionized Dutch retail by introducing self-service. Previously, groceries were sold at service counters, where customers placed verbal orders and staff weighed and packaged products.

On February 29, 1952, the first Albert Heijn self-service store opened in Schiedam, allowing customers to select items themselves and pay at the checkout. Although initially met with skepticism, the concept quickly caught on, leading to more than 120 self-service stores within a few years.

Self-service transformed shopping by giving customers more freedom and efficiency, marking the start of the modern supermarket in the Netherlands.



## MELANIE ASPEY

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The Rothschild Archive was established in 1978 to preserve and arrange the archives of N M Rothschild & Sons Limited, the bank founded in London by Nathan Mayer Rothschild, who arrived in England from Frankfurt in 1798.

In 1999, the role of the Archive was extended with the creation of The Rothschild Archive Trust, a charitable body charged with the task of ensuring the future continuity and stability of the Archive and with enhancing and enlarging it wherever possible. In addition to the archives of the London business, the Trust owns archives of many branches of the Rothschild family. Most of its holdings are in London but a significant collection is on deposit with the Archives Nationales Du Monde Du Travail, Roubaix.



*Our archives in London fill approximately 5 km of shelving.*

*We support corporate legal teams, especially those pursuing fake Rothschilds.*

*One member of our small team focuses on digital archives.*

*Three of our team have a combined 66 years' service at the Archive!*

Baron Rothschild's List of Maxims, framed and hung  
in the bank, recommended to young men who wished to "get on."

- A. Attend carefully to details of your business.
- B. Be prompt in all things.
- C. Consider well, then decide positively.
- D. Dare to do right; fear to do wrong.
- E. Endure trials patiently.
- F. Fight life's battles bravely, manfully.
- G. Go not into the society of the vicious.
- H. Hold integrity sacred.
- I. Injure not another's reputation, or business.
- J. Join hands only with the virtuous.
- K. Keep your mind from evil thoughts.
- L. Lie not for any consideration.
- M. Make few acquaintances.
- N. Never try to appear what you are not.
- O. Observe good manners.
- P. Pay your debts promptly.
- Q. Question not the veracity of a friend.
- R. Respect the counsel of your parents.
- S. Sacrifice money, rather than principle.
- T. Touch not, taste not, handle not intoxicating drinks.
- U. Use your leisure time for improvement.
- V. Venture not upon the threshold of wrong.
- W. Watch carefully over your passions.
- X. Extend to everyone a kindly salutation.
- Y. Yield not to discouragement.
- Z. Zealously labor for the right.

*Self defense*

*Framed - on - Sea, 9 Sept. 1911.*

One of the most popular items from our collection is a list of maxims, "Advice to young men who wish to get on", attributed to Nathaniel, 1st Lord Rothschild in 1911. This A-Z of guidance includes, "Make few acquaintances" and "Never try to appear what you are not", wise words for the age of social media! Our 'Maxims' postcard has been reprinted more than any other!