

Get Fascinated

BY ROYAL FASSIN



WHEN IT COMES TO
EXTRUDED CONFECTIONERY



Get Fascinated

Welcome to our 2020 issue of "Get Fascinated!"

This year we are proud to announce that we are celebrating our 110th anniversary of our business as well as the 50th anniversary of the ISM, the biggest candy show of the world!

We have been exhibitors at the ISM since this first trade fair was organized in 1970.

We are the third generation working in our independent Dutch family business.

Together with a dedicated team we offer the best quality products with the best service.

As a family business we think in generations and are always looking for long-term partnerships.

With our 100th anniversary the Queen rewarded us with the "Royal" title.

Royal stands for long-term vision, confidence, reliability and strong social responsibility and engagement.

We hope we can fascinate you with our products and our service!

Patricia Fassin Thomas Fassin

Patricia Fassin and Thomas Fassin

Royal Fassin BV



110 YEARS ROYAL FASSIN

ROYAL FASSIN, FOUNDED IN 1910 AND ESTABLISHED IN 'S-HEERENBERG IN THE NETHERLANDS, HAS BEEN A CANDY FAMILY BUSINESS FOR MORE THAN 100 YEARS. TODAY, ROYAL FASSIN IS THE SPECIALIST IN THE FIELD OF EXTRUDED CANDY.

Having been in business for many years with traditional black liquorice products, the big breakthrough for our company started in the seventies, when Fassin was the first manufacturer worldwide to apply extrusion technology for making fruit gum products. Over the years the technology has been continuously optimised which has led to the highest expertise and quality market leadership in this category. Introducing extruded fruit gum products was simultaneously the start of expansion and export to other countries.

Another important milestone for Royal Fassin was the introduction of the sour-sugar coating for fruit gum products in 1985. This new taste experience was a huge success around the world. It created a new trend which is still of great importance. The invention of sour products branded as “Sour Power” resulted in an important growth of our company.

In 1991 a new state of the art factory was built in 's-Heerenberg. The shape of the striking corner tower formed the silhouette of the new factory and subsequently our neighbours began to refer to the building as the “Candy Castle”.

In 2000 Royal Fassin was the first company to introduce an individually wrapped sour product on the market, the Sour Power Fruit Flavoured Belt. In the following years, not only sour but also sweet and uncoated products like Creatables® were invented. Creatables® is a product that has won many awards because of its quality and innovative character.

In 2005 we decided to change the umbrella brand name from “Candy Castle” to “Fascini”. The name of our Fascini brand is a combination of the original family name and the word ‘fascination’. Fascination is our aim and ‘Get fascinated’ our mission.

Royal Fassin's products nowadays fascinate people in more than 50 countries worldwide. The largest proportion of our production is exported and distributed by the best trading partners in their countries and respective distribution channels. Besides distributing our own Fascini products, we manufacture for professional and international partners under their own brands. Furthermore we produce private label products for large supermarket chains. In 2016 we started a second production location in 's-Heerenberg.

With the outstanding quality products, a great level of innovation and intense partnerships it is our intention to grow further as a family business.



History and milestones

1910

Foundation of the company by Joseph Langenberg and Xaver Fassin, as a trading business



Josef Langenberg



Xaver Fassin



Helmut Fassin

1949

Second generation

1975

Technology innovation: introduction of continuous extrusion technology, used in plastic industry

1993

Opening new 'state of the art' production facility, shaped like a castle and called Candy Castle



2010

100 year anniversary: received the Royal title by the Queen of the Netherlands



2016

Second state of the art production location



2019

New company identity

1930

Start with first production of Black Liquorice. The national candy from the Netherlands



First factory in 1930



Klaus Fassin

1950

Founder of Katjes in Germany, which specialised in starch moulded candies.

1985

Invention of the sour coated candy, was launched under the brand Sour Power®



2004

Guinness book of records: longest belt with a length of 2004 meter



2020

110 years anniversary



THE SWEET
IS NEVER
AS SWEET
WITHOUT THE
SOUR

Brian, Vanilla Sky



SINCE THE VERY BEGINNING ROYAL FASSIN HAS JOINED THE BIGGEST CANDY SHOW OF THE WORLD, THE ISM. THE PLACE TO BE TO MEET ALL OUR INTERNATIONAL PARTNERS AND TO MEET NEW CONTACTS.



ROYAL FASSIN 50 YEARS AT THE ISM





ismco



LOGNE



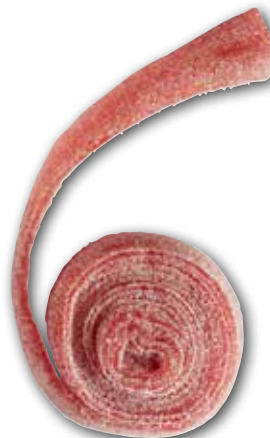
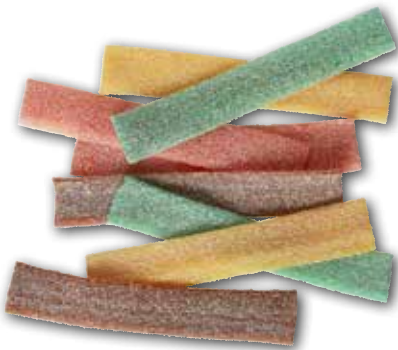
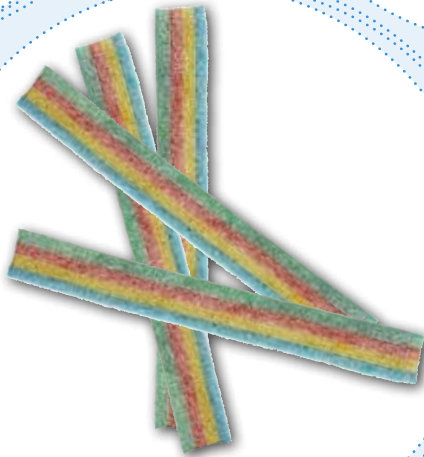




CONTENT

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Our icon, the real **Sour Power Belt**.
These 'extrusion classics' are loved all around the world.
Roll it, tear it, eat it!

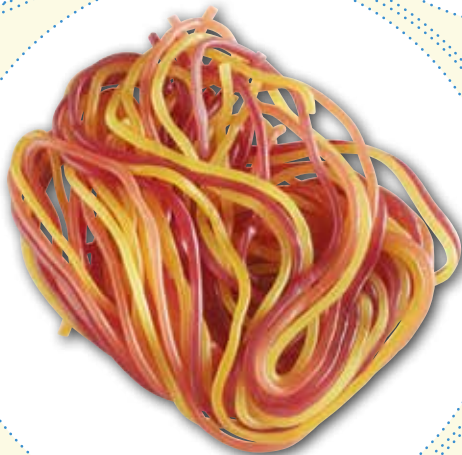


BELTS



There's always fun in eating laces.
Sometimes they literally feel like a never ending treat.

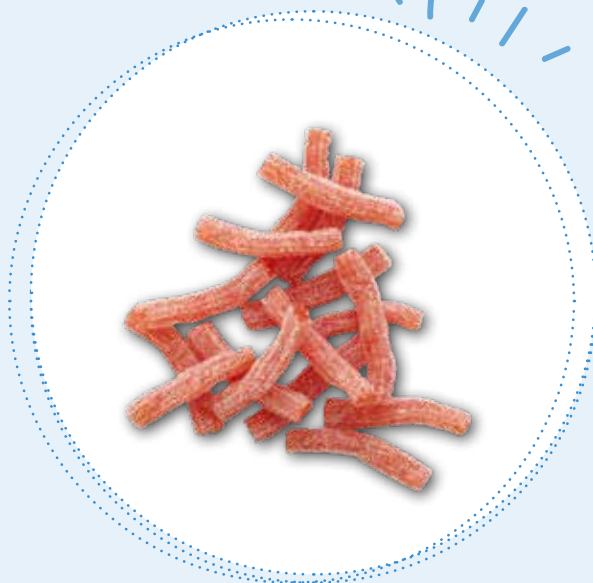
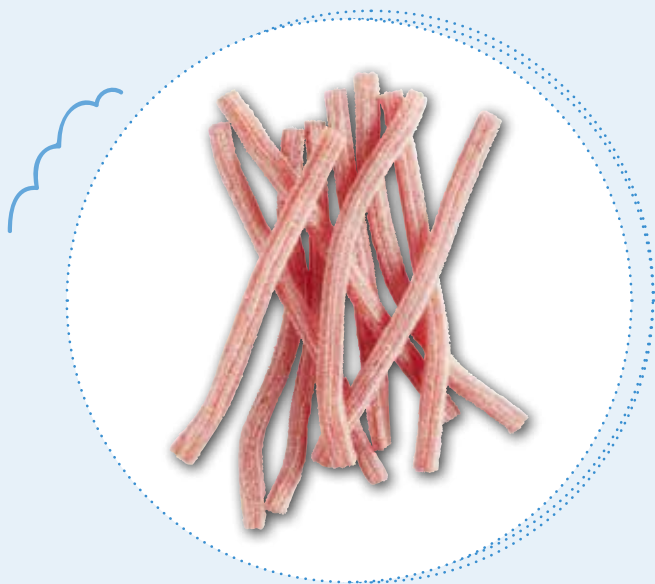
It's fun to crEATe!



LACES



Let's stick together!
Sticks, you can't resist.

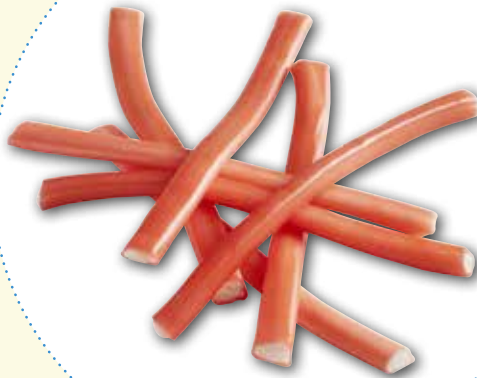




STICKS

Wow here's an extra dimension in taste.

Extruded sweets with a little bit extra
to make them irresistible.

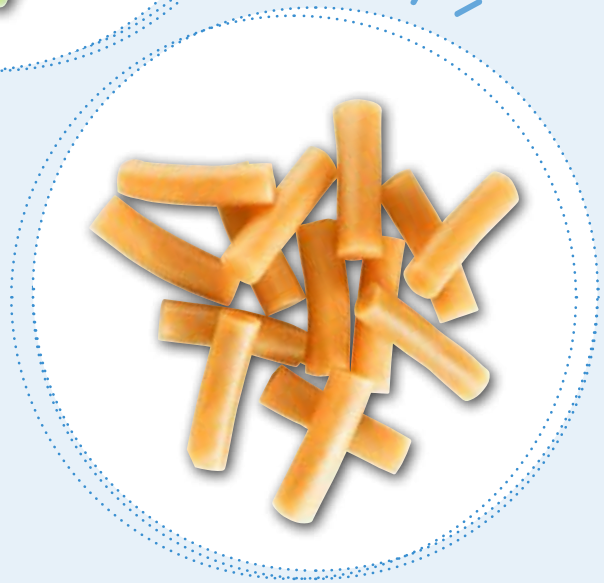
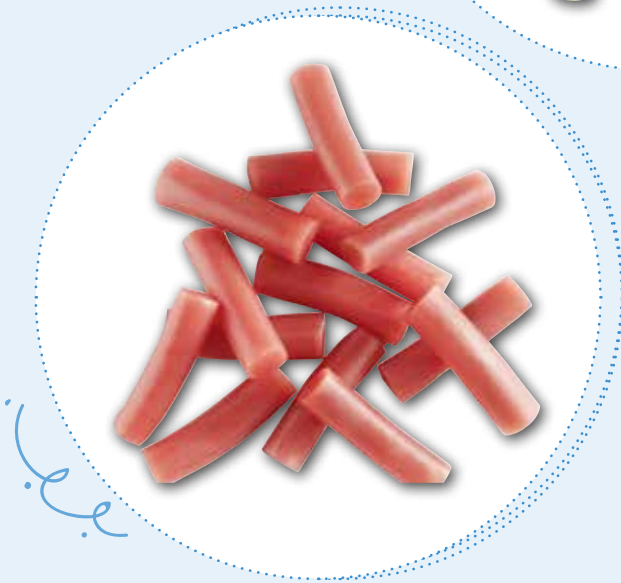


A close-up, top-down view of a large pile of candy sticks. The sticks are cylindrical and coated in a fine layer of white sugar. They come in four distinct colors: bright red, vibrant yellow, warm orange, and a muted teal. The sticks are scattered haphazardly, creating a dense, textured field of color. Some sticks are oriented horizontally, while others are vertical or at an angle. The lighting is even, highlighting the granular texture of the sugar coating.

FILLED STICKS

A mouth-watering soft sweet.

Lovingly made to our original recipe,
with an amazingly rich flavour.





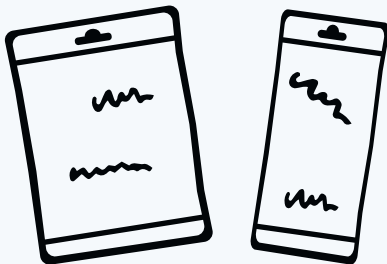
SOFT EATING LIQUORICE

Packaging possibilities

Bags



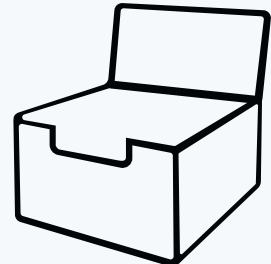
Displays / SRP'S



YOUR REQUEST

Please don't hesitate to share your ideas with us. We are eager to use your input to develop interesting concepts and fascinating products together with you.

If you're looking for private label or distributor brand proposals, our commercial team would welcome your questions or thoughts.





Packaging possibilities

Tubs / Silo's



ROUND (e.g. 450 g)

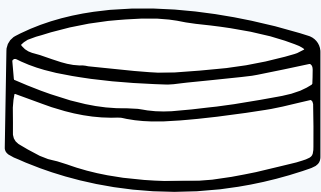
RECTANGULAR (e.g. 1,2 kg)

Bulk



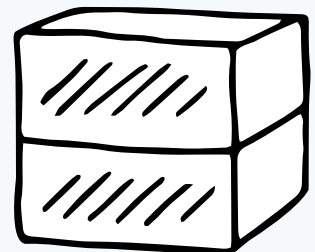
OUTER CASE (e.g. 3x3 kg)

OUTER CASE (e.g. riproll 3 kg)



YOUR REQUEST

Please don't hesitate to share your ideas with us. We are eager to use your input to develop interesting concepts and fascinating products together with you. If you're looking for private label or distributor brand proposals, our commercial team would welcome your questions or thoughts.





Our certificates

WE GUARANTEE THE HIGHEST QUALITY AND SAFETY STANDARDS



Our flavours



All our products can be produced in any combination of colours and flavours on request. Ask our team for the possible product claims such as:

- Natural colours and flavours
- Gelatine free
- Fruit juices

No artificial colours
or flavours
Gelatine free



Any queries...?

It has been anchored in our philosophy to constantly exchange views with our partners to meet with their requirements and needs. If you wish to share your ideas with us, we are eager to use your input in order to develop interesting concepts and fascinating products. If you are looking for private label or distributor brand proposals, our commercial team would welcome your questions or thoughts. Please contact us:

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Royale

ROYAL SWEETNESS

IN 2010 WE WERE AWARDED & HONORED TO RECEIVE THE ROYAL TITLE FOR THE PAST 100 YEARS OF DEVELOPMENT AND PROCESS IMPROVEMENT IN SUGAR CONFECTIONERY.

This title is awarded to a Dutch company which meets the following requirements:

- The company is checked regularly on criteria, such as continuity, size of the company, exclusivity, originality of the products and many more aspects.
- The company needs to be well known nationwide and must have an international character.
- The company must have a high level of social responsibility and should at least be in business for 100 years.

The Fassin Family and its enthusiastic and professional team are honoured to have received this Royal appointment, now reflected in the company name: Royal Fassin.

PROUD

"Above all, I think that the Royal Dutch title has given us a lot of confidence," says Thomas Fassin. "We always tell our clients that we've been in business for 110 years and that we received the Royal Dutch title to 'crown' our centenary, of which we are very proud. Both our 110 year history and our Royal Dutch title give our clients the confidence that Royal Fassin is a solid, reliable, family-owned company, which is good to do business with. Even our employees, who requested the predicate and who gave it to us as a surprise on our 100 year anniversary, are very proud of the Royal title."



Our “ingredients”

Innovation

FASCINATE
WITH INNOVATIONS

Quality

OUR PURPOSE
IS TO FASCINATE
WITH THE BEST
QUALITY CANDY
MADE WITH THE
BEST INGREDIENTS

Family business

A FAMILY BUSINESS
WITH SPIRIT OF
FAMILY VALUES

Specialist

ROYAL FASSIN: THE SPECIALIST IN
EXTRUDED CANDY



Respect

RESPECT FOR PEOPLE AND PLANET.
CONTINUOUS FURTHER DEVELOPMENT
AND IMPROVEMENT, ADAPTING TO
A CHANGING ENVIRONMENT AND
REQUIREMENTS

Team

WITH A HIGHLY COMMITTED
TEAM WE PRODUCE TOP QUALITY
PRODUCTS AND WITH GREAT
INNOVATIONS, A PERFECT
SERVICE WE AIM FOR LONG TERM
PARTNERSHIPS



Free

OUR PRODUCTS
ARE GMO AND
GELATINE FREE

Natural

COLOURS &
FLAVOURS

Engagement

WE STAND FOR CONFIDENCE, RELIABILITY,
STRONG SOCIAL RESPONSIBILITY &
ENGAGEMENT AND A LONG TERM VISION

Passion

PASSION FOR
CONFECTIONERY

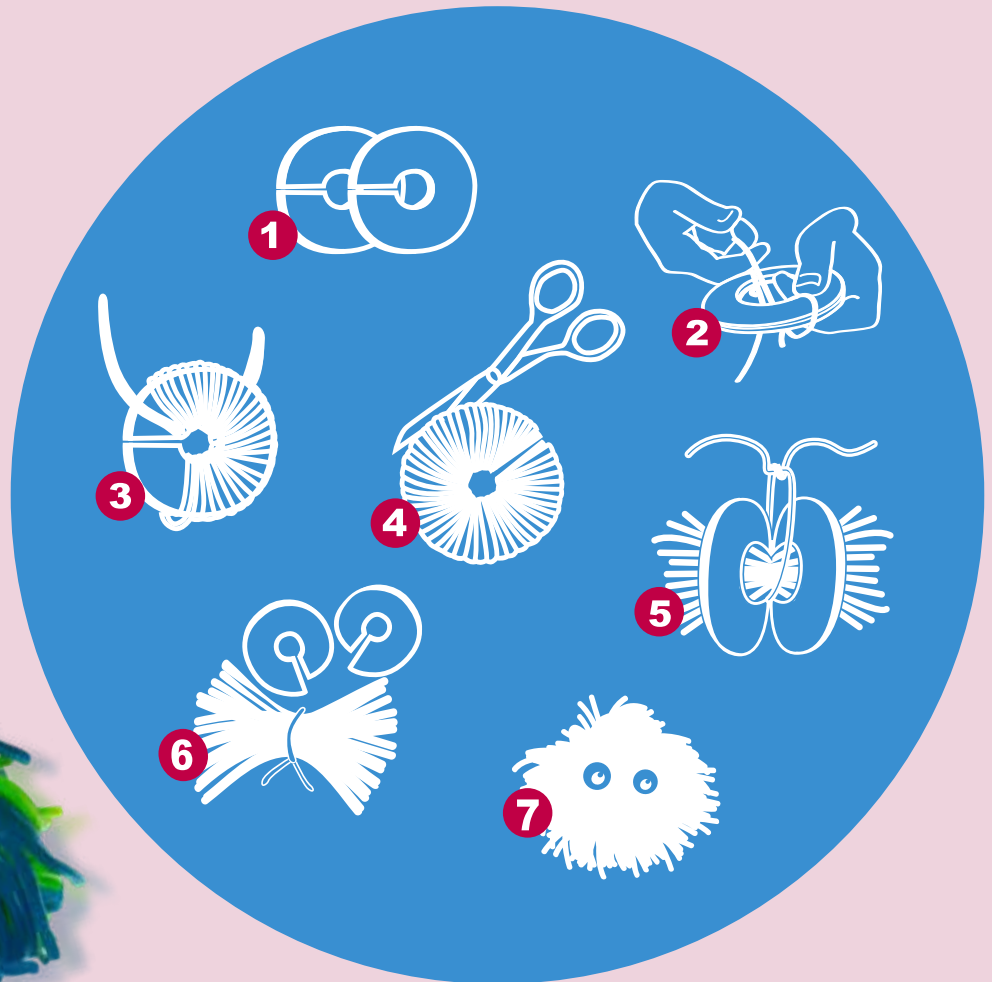


DIY

Create your own woollie!

WHAT DO YOU NEED?

- * CARTON
- * ROUND CUP
- * PENCIL
- * SCISSOR
- * STRING / YARN
- * EATABLE EYES
- * 75G LACES

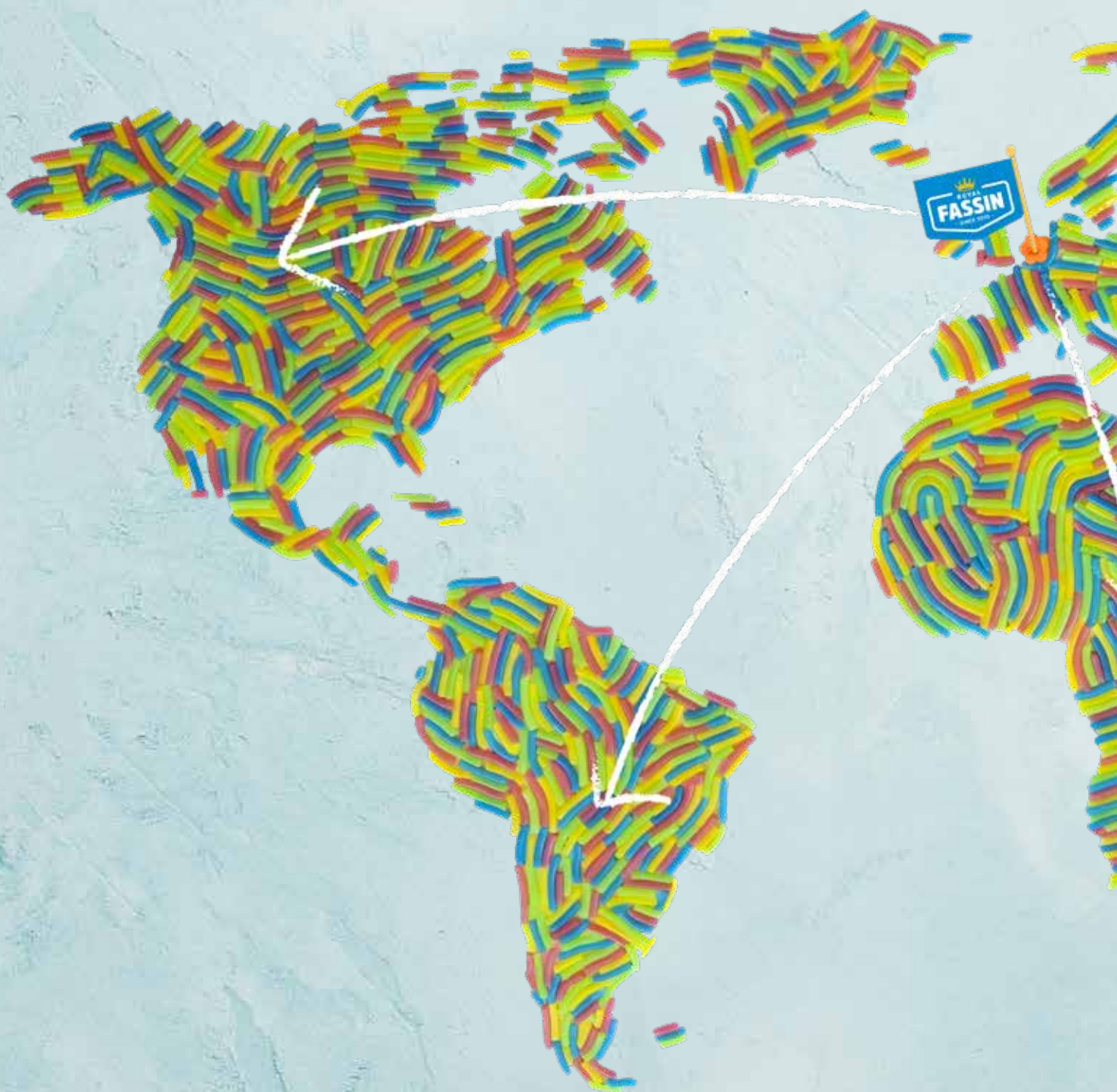


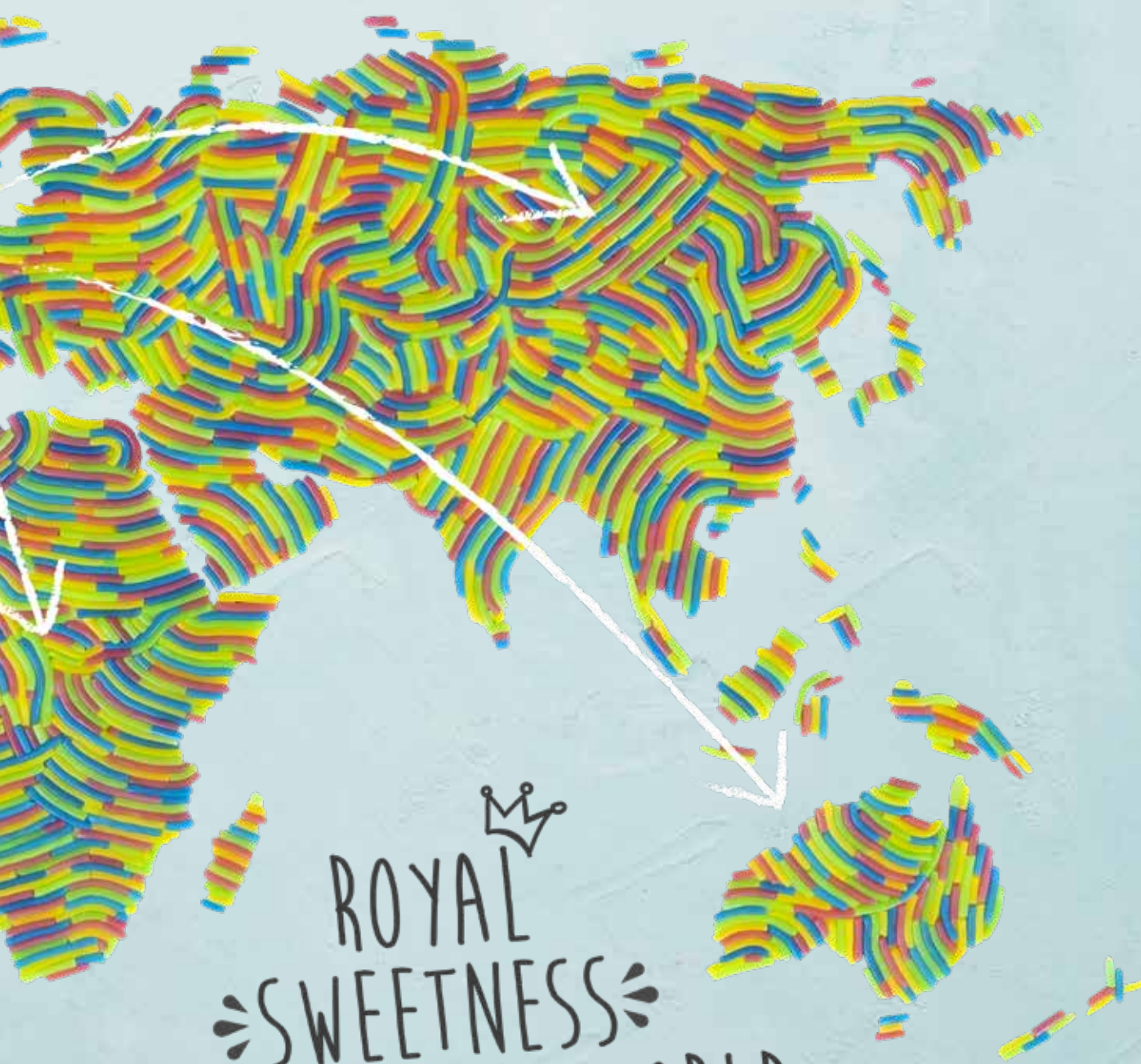
- 1.** Draw two circles on the carton with a small circle in the middle and cut them out. Put the two "rings" on top of each other.
- 2.** Turn the lace around the ring.
- 3.** Keep repeating until the hole is too small for 1 lace.
- 4.** Search for the carton in between. Split the cartons, in order to cut between the two rings of carton.
- 5.** Get the string, slide it between the two rings and tie the string together.
- 6.** Remove the 2 carton rings by cutting them
- 7.** Attach the eyes, and there is your woollie !

YOU CAN MAKE A WHOLE
WOOLLIE FAMILY :)



CATALOGUE 2020





ROYAL
SWEETNESS
ALL OVER THE WORLD

Our brands

WE EXPORT TO MORE THAN 50 COUNTRIES AND ARE ALWAYS LOOKING FOR NEW OPPORTUNITIES WITH STRATEGIC PARTNERS.

Please allow us to introduce our brands, distributed under the 'Fascini' umbrella brand. The name Fascini is a combination of the original family name and the word 'fascination'. The Fascini assortment serves markets where private labels play a less relevant role. In large sweet-eating countries we usually team up with partners to create their own strong Private Label or distributor brand.



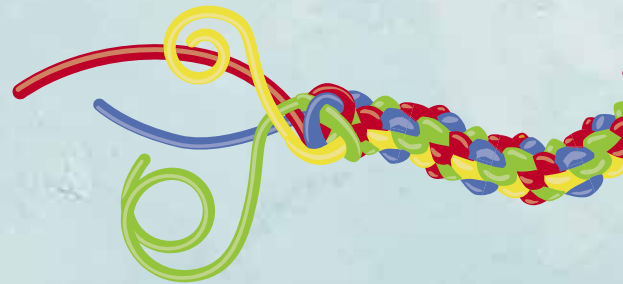
SHIFT TO SOUR

Trust us on this one: "The sweet is never as sweet without the sour." We're the inventor of Sweet & Sour candies. The year 1985 in our milestones tells you more about this radical shift in taste.



(CR)EAT(E)

For those who like to get creative: meet our brand Creatables. This treat is definitely a nice treat. Many children can't resist to create their own bracelet with Creatables. And then it takes perseverance not to start eating their new jewellery.



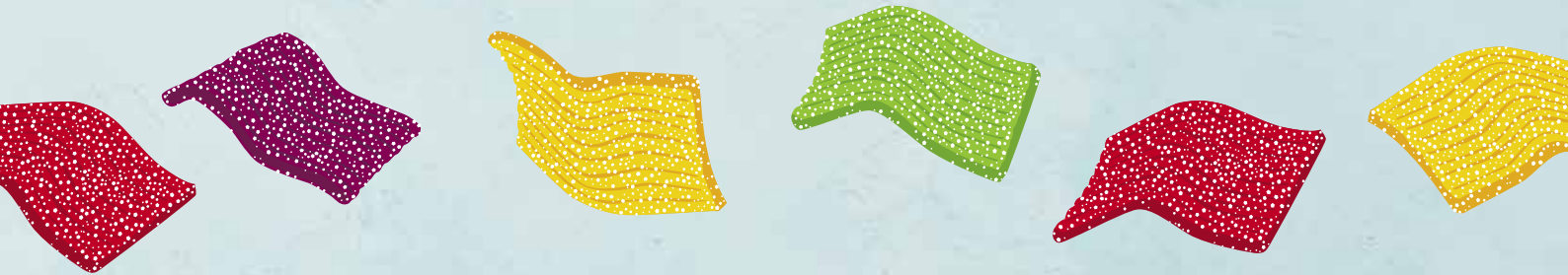
Back to the fruits

No artificial colours or flavours and gelatine free. That's the essence of Back to the fruits.



Other possibilities

OUR BRANDS ALSO GIVE YOU AN EXAMPLE OF WHAT WE CAN DO FOR YOU IN TERMS OF CONCEPT DEVELOPMENT



CO-BRANDING

We approach your needs for creating a distributor brand the same way as Private Labels. The starting point is always co-development. We offer the extrusion technology, the know-how and the production capacity. You get to distribute and market top-class extruded sweets and confectionery. We consider this a win-win situation. A collaboration that brings colour and sweetness to the world.

PRIVATE LABEL

We produce private label products and retailer brands for small to large scale retailers. Supermarkets are specific examples of customers with whom we co-develop extruded confectionery to stand out on the shelves with good rates of sale.







CAKE ARTIST

DUTCH CHEF REGINA HEISTER IS MARRIED AND MOTHER OF 3 CHILDREN, SHE OWNS REGINA'S BAKERY (WHICH HAS BEEN TRADING FOR 7 YEARS). MAKING PIES HAS ALWAYS BEEN ONE OF HER FAVOURITE HOBBIES. WHEN HER CHILDREN STARTED SCHOOL, SHE TURNED HER HOBBY INTO A PROFESSION, MAKING HER DREAMS COME TRUE. THROUGH HARD WORK THE BUSINESS IS A SUCCESS, REGINA'S BAKERY IS WELL-KNOWN IN EAST NETHERLANDS

The Royal Fassin team have known Regina for many years, she's been using our sweets for decorations on pies, cakes, lollipops and donuts (to name a few). We wanted to ask a few questions:

What inspires you?

My designs are mainly in my own head, with inspiration from different trends across the globe.

What decorations are on trend at the moment?

Current trend is drip cakes (a cake which uses a chocolate or candymelt drip). This can be created with different colours, from romantic cakes for weddings to lavish cakes for birthdays and other parties.

Your donuts are always nicely glazed and decorated.

Yes, donuts fit in nicely with the above trend too, they can be made in any style and often fit in nicely with a completely decorated sweet table (containing all sorts of delicious little desserts/cakes/treats).

Please can you tell us something about your workshops? Do you also use sweets as a decoration?

My workshops are aimed at children, elderly and all ages in between. An inspiring workshop can be devised for every age, teenagers are my favourite target group. Another drip cake workshop is planned soon. Sweets and lollipops are used to decorate the cakes and of course we chat (and snack ;-), it's all about have fun during the workshop!

Do you have tips for people who want to decorate a cake or cupcake themselves?

Don't start too difficult! Take the candy from Royal Fassin for example. Extruded sweets are perfect for making treats and ideal for decorations. A simple cupcake or donut decorated with extruded sweets give a fantastic result.





It's
great to
create

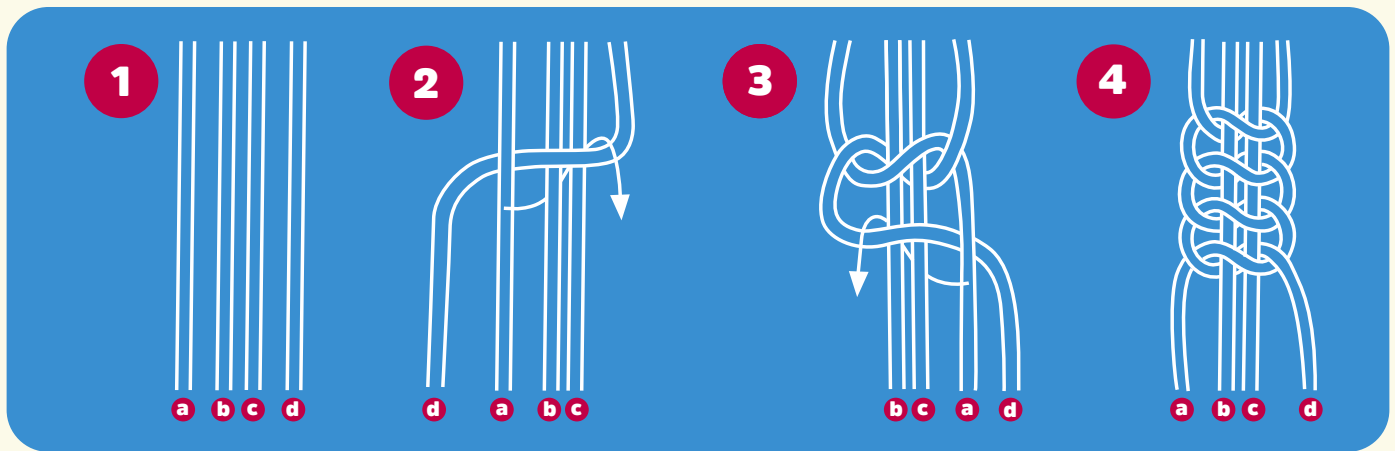
Sweets

DIY

Create your own bracelet

WHAT DO YOU NEED?

* 4 CANDY LACES IN ANY COLOUR YOU LIKE



1. Take four laces and tie them together.

2. Pick up the lace on the right (d) and place over the centre laces (b and c) but under the lace on the left (a). Take the left lace (a) put it under the centre laces (b and c) and through the hole and tie them together.

3. Repeat this step until your bracelet has the right size. Make use you use the same lace (d) to go over the centre laces (b and c) and under lace (a).

4. Finished? Tie a knot a show your bracelet to your friends! (or eat it ;))



CREATE YOUR OWN JEWELLERY!

It's great to create



ENJOY THE
SWEETNESS
OF LIFE



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