



FROM CONCEPT ► TO SHELF

WASDELL & NATUPHARMA

WE HELP OUR CUSTOMERS FREE INTERNAL RESOURCES

Sometimes in business you have to rely on other companies with a greater skill set or just greater knowledge. Understanding this is why Wasdell and Natupharma have joined forces to offer their customers a full service concept consisting of five services that together define the value chain from "Concept to Shelf".



Understanding the benefits of our services requires you to step back and look at your business realising how it currently impacts on your value chain and if needed, what advancements are necessary for improvements.

We help you achieve this by doing things differently. We do not favour the "me-too" mentality but prefer to think outside the box challenging the norms and presenting to you ideas on existing and new, innovative products, meeting future trends and your customer's needs.

We help our customers free internal resources by offering 5 unique services that each have their own worth but when combined enables you to secure the full value of your products.

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WHO ARE WE?

Wasdell and Natupharma are seen as two of the most respected and professional facilitators within the nutritional industry, each with their own unique skillset helping to optimise business from procurement to the final distribution.

Natupharma has for a long time been the preferred go-to-partner when it comes to taking control and responsibility of developing and supplying finished products, and Wasdell is widely known for its innovative packing solutions focusing on quality, speed and efficiency to market.

Together we now offer the market a unique opportunity to work with us as one full service partner to enhance your business.



Martin Tedham
Wasdell Group

Mads Boedtcher-Hansen
CEO & Founder, Natupharma

NATUPHARMA

Natupharma is a privately owned company with its roots in Scandinavia.

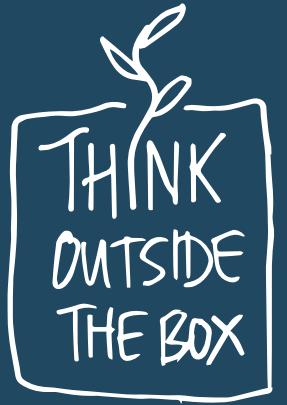
The company dates back to 1956 but following an acquisition in 2007 by the present owner and CEO, Mads Bødtcher-Hansen, the company has gathered momentum and is now a leading innovator and supplier of food supplements and sports nutrition to the market.

A unique signature of Natupharma's business, and a primary contributor to the growth of the company, is its ability to read, understand and visualise consumer needs and turn this into reality.

Just as important has been Natupharma's focus on building an unparalleled network of accredited manufacturers worldwide. This approach has enabled Natupharma to continuously procure products at the best prices, with the best possible quality and with the shortest possible lead times.

Together with Wasdell we are now redefining the process of how to develop new product and look forward to entering into a discussion with you regarding your current and future products... the next step could be a short meeting to see how we can help?

natupharma



"We have a proven track record showing that we are able to help businesses grow"

Mads Boedtcher-Hansen
CEO & Founder, Natupharma

WASDELL

Wasdell dates back to 1971 and is today one of the largest and most experienced contract packing suppliers to the health care industry in Europe, supplying and shipping to 47 countries around the world.

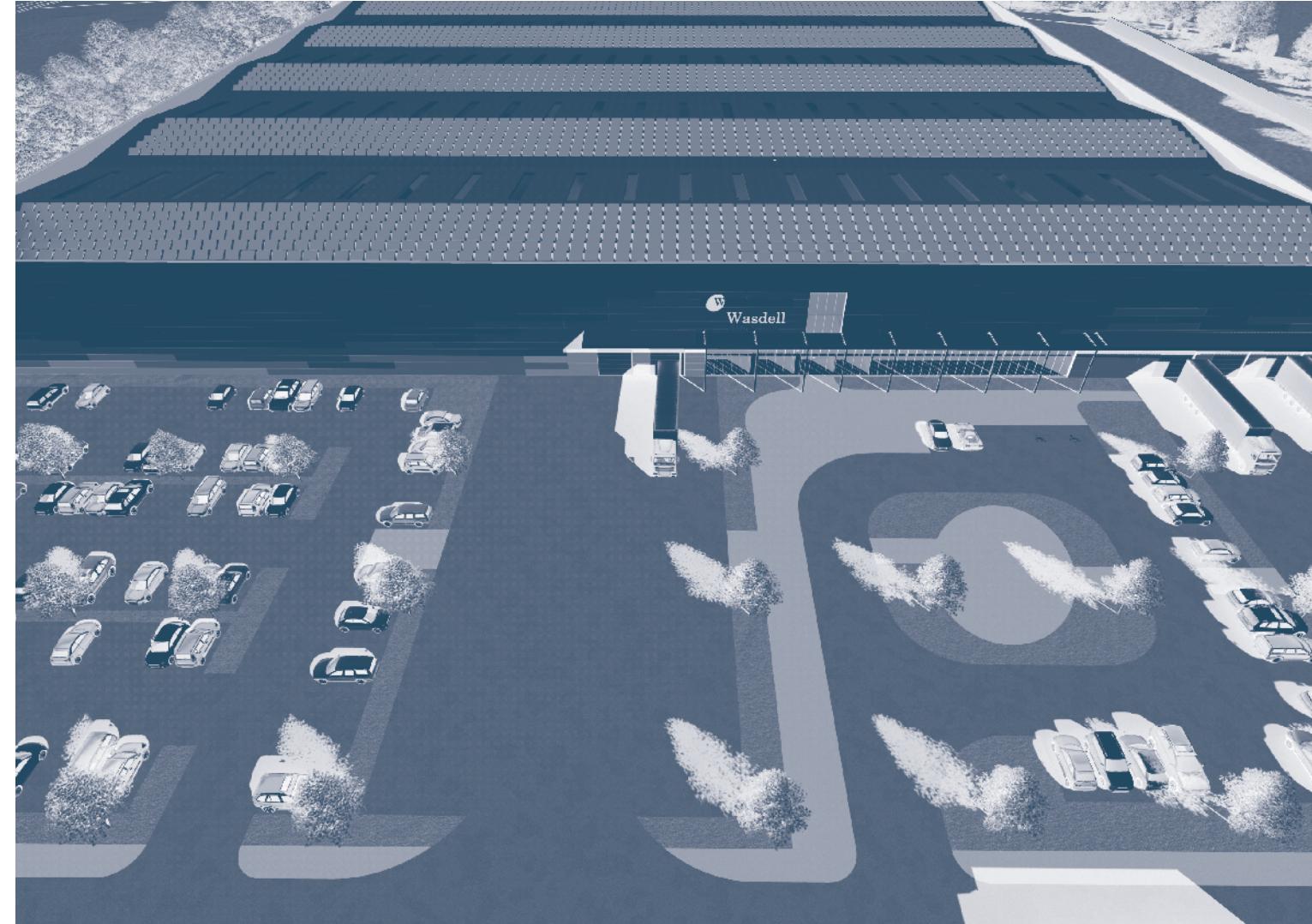
The headquarters of the Wasdell Group is located in Swindon where they have a 108,000 sq. ft. GMP approved factory. In recent years Wasdell has strategically expanded its business to include a manufacturing facility in Newcastle upon Tyne and a packaging suite in Burnley, UK.

In August 2016 the Wasdell Group announced the acquisition of 200 acres of green field land in the proximity of the existing headquarters. This will allow Wasdell to extend their stronghold in the industry in a purpose built 400,000 sq. ft. facility which will be fully operational in 2019. This will bring an enhanced workforce of 1,400 members of staff, operating out of 54 fully compliant GMP packing suites.

Wasdell's specialist machinery and highly trained staff allow them to pack all types of pharmaceutical, health care and veterinary products into a variety of different formats including blister packs, containers, strip packs, sachets and bottles.

Current production takes place 24/7, all year around, employing 500 full time staff. This allows Wasdell to offer fast packaging lead times, generally just 10 days from receipt of last component to order completion.

Wasdell also provides a full range of warehouse facilities where your bulk and finished products can be stored in an optimised and climate controlled environment. They also offer a distribution service which can be tailored to meet your every day needs, so your products arrive on time and in pristine condition to any designated address as per your instruction. We look forward to a continued business relationship with you and to further develop your business in cooperation with you and Natupharma.



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UNIQUE SERVICES

Within the world of food supplements, sports nutrition and beauty regimes we offer our customers a full service concept consisting of five elements that together define the value chain from "concept to shelf" – the benefit is reduced cost and speed to market of your products.



CONCEPT & DEVELOPMENT

We believe the stronger the product/range concept, the greater the chance of success.



SOURCING & PROCUREMENT

We secure the best quality bulk products at the lowest possible cost price.



REGULATORY SERVICES

We make sure the solution is always compliant with the legislation in your market.



PACKING SOLUTIONS

We find the packaging solution that is more suitable and optimised for your needs.

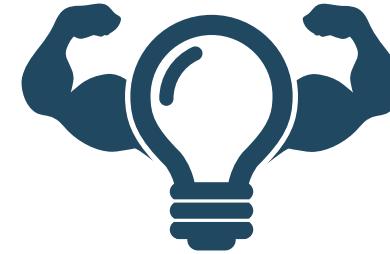


STORAGE & LOGISTICS

We make sure your products are stored safely and delivered on time to your customer.



CONCEPT & DEVELOPMENT



*We believe the stronger
the concept, the greater
the chance of success*

We believe the stronger the product/range concept, the greater the chance of success, but turning your ideas into reality can sometimes be more difficult than expected. There are so many elements that need to be included in the process of planning and executing in order to reach full potential.

To think out of the box does not necessarily mean we want to change what is already a success and working well in the market.

We want to strengthen and build on existing products by identifying weaknesses and addressing these areas either through alternation of existing products or presenting new products that can take over before the existing product comes to the end of its life cycle.

We have a proven record of successfully reading the trends and hitting the market before the competitors thus making it possible for our customers to create new markets and gain market share on existing markets.



SOURCING & PROCUREMENT



*We secure the best quality
bulk products at the lowest
possible cost price*

As part of our approach we have chosen not to manufacture our own bulk products; instead we source from accredited manufacturers worldwide.

The advantage of this is a more flexible setup making it possible to obtain better pricing, leveraging from our combined bulk capacities. Our vast network includes manufacturers within food supplements, sports nutrition and beauty products.

The quality of the products we source is assured by systems that control, track and document every single process that each product undergoes from receipt of raw material to the shipment of finished goods.

We fully appreciate that the quality of any product we source is only as good as the quality of its manufacturer. We use the leading accredited (GMP, HMRA and BRC) manufacturers in the market, all compliant with local and European legislation relevant for the business areas you as a customer operate within.



REGULATORY SERVICES



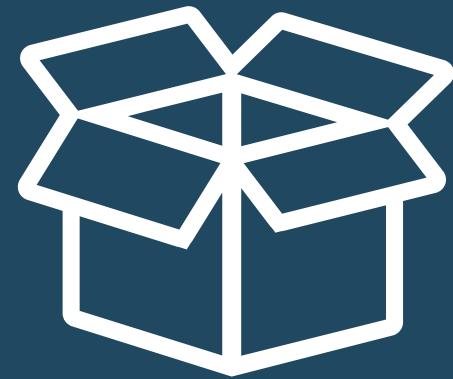
We make sure the solution is always compliant with the latest legislation in your market

Navigating safely within the world of food supplements, sports nutrition and beauty products is a legal minefield. No matter how strong the concept and finished products are, if the products do not comply to EU legislation, and more importantly the interpretation of the rules in the local market, you risk at worst the recall of your products from the market and the associated costs.

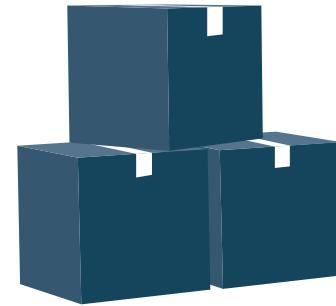
Understanding how devastating the implications can be, when developing new products with our partners, we always take into account the regulatory impact on the products. For this reason we have built a strong in house regulatory department that understand and comply to the EU and international regulatory laws.

Just as important, even though we benchmark against the EU/international law we know that each market within the EU (and internationally) interpret the law in different ways, so even though it might be legal under EU law there might be a local restriction that prevent the product from being marketed correctly.

This is why we also offer a very competent network of local specialists in the markets we operate in as we appreciate the importance of understanding and complying with these restrictions. If required we provide a monitoring service for changes in local legislation.



PACKING SOLUTIONS



We find the packing solution that is suitable and optimised for your needs

With more than 1,000 sets of blister tooling in stock and the ability to manufacture bespoke tooling in house, no blister packing job is too challenging for us. With the use of our advanced blistering machines, we are able to meet all our customers' needs quickly and efficiently.

We provide and fill a wide range of containers with solid, liquid or powder products within food supplements and sports nutrition and can offer creative bespoke solutions.

Our production processes enable us to provide strip packs in a variety of materials which can be filled with tablets or capsules and formatted in daily, weekly or monthly dosages. Individual packs can be designed and printed in any colours to reinforce our customers' branding, as well as displaying all required regulatory and product information and variable data.

Our modern and adaptable machinery enables us to produce significant quantities of strip packs quickly. We can provide strip packs in single or double strip formats with perforations to help open the product without damaging the strip.

Our sachet packs can be filled with up to six different solid dose products including tablets, capsules, powders or liquids.



STORAGE & LOGISTICS



We make sure your bulk and finished products are stored safely and arrive on time to your customers

As the final stage of our “full service concept” we offer a complete storage and logistic setup to make sure our customers’ bulk and finished products are stored safely and, if required delivered on time to your customers.

We operate and ship from multiple warehouses across the UK and Europe. We offer warehouse facilities for ambient, temperature controlled and secured drugs.

In total we have access to a capacity of over 20,000 pallets and our services can be tailored to meet specific requirements. Supported by a warehouse management system with real-time customer reporting, we offer MHRA, GDP approved ambient, chilled, temperature controlled and humidity monitored storage.

Our sophisticated warehouse management systems furthermore feature comprehensive documentation processes to ensure accurate product tracking and inventory control and all our facilities can be accessed remotely by our customers.

We will work with you to achieve a secure and cost effective warehouse and logistic solution to meet all your requirements, getting your products on to the shelf at the right time so the consumer can buy and generate repeat purchases for your business.

We release you to work on what you are best at... leave the rest to us

The overall benefit of working with the Wasdell Group and Natupharma is not only reduced cost and speed to market of your products, but by letting us take over as much of the value chain from "concept to shelf" we also help to free internal resources within your company which can be used for further development of your business.

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