CASE STUDY 01

EUROPEAN MANUFACTURING PARTNER FOR A US BRAND

From a test batch to a cornerstone of a global supply chain

THE CHALLENGE

A US supplement brand expanding into the EU and UK needed a European partner to produce its own formulations, match the standard set in its other markets, and scale with the rollout.

ORIN SOLUTION

- Started with one test batch, produced to the client's specifications, with packaging executed above its design manual requirements
- Added products and raised volumes through the EU and UK launches, on schedule
- Shared its packaging specification, with supplier agreement, so the client's manufacturers in other regions could reproduce it
- Secured a scarce raw material and produced for the client's US market from its FDA-registered facility

THE OUTCOME

Orders grew from the first test batch to volumes more than 20x larger, and ORIN became the client's manufacturing base for the EU and UK. Its packaging execution was adopted as the client's group standard, and manufacturers in the other regions were asked to match it. ORIN has been rated the client's top-performing manufacturer in every annual supplier evaluation since 2021.



20x

order volume growth since the first test batch

3 regions

using ORIN's packaging as the group standard

#1

rated manufacturer in every annual supplier evaluation since 2021

CLIENT
US brand entering the EU and UK

INDUSTRY
Nutraceutical, multi-market consumer brand

STAKEHOLDERS
Product Manager, Supply Chain Director

ORIN