CASE STUDY 02

# DEVELOPMENT PARTNER FOR AN OWN-BRAND RANGE

*Turning a view of the market into a full product range*

## THE CHALLENGE

A European founder-led brand had identified a gap in its market and the products to fill it, but only as a specification. It needed a partner to formulate the range and produce short runs to prove it in market before committing volume.

## ORIN SOLUTION

- Started with a first group of products in short production runs
- Reformulated to compete on quality instead of cutting specifications for price: liposomal delivery, sustained release, gastro-resistant capsules
- Combines retail insight from its sister direct-to-consumer brand with the client's sell-out data to advise which products to add and which to leave

## THE OUTCOME

The range the client described at the outset now exists: ORIN manufactures a portfolio of around 20 products for them. Monthly order volumes have grown roughly tenfold since the early years of the relationship, and the client reports revenue growth of approximately 40% in the current year.



**~20**

products in the client's portfolio

**~10x**

growth in monthly order volumes since the early years

**~40%**

client revenue growth in the current year

**CLIENT**
European founder-led supplement brand

**INDUSTRY**
Own-brand supplements

**STAKEHOLDERS**
Founder and Owner

ORIN