

Welcome To

 **ORIELTON**
LABORATORIES^{PTY}_{LTD}



YOUR APPROVED MANUFACTURING PROFESSIONALS

Product & Service Information

Orielton Laboratories Pty Ltd

“Your Approved Manufacturing Professionals”

Orielton Laboratories Pty Ltd, is privately owned Sydney (Australia) based company. Established in 1982 (under the Nature's Goodness banner). Orielton is highly regarded contract manufacturer, packer and supplier to the Healthcare, and Cosmetic products industry in Australia, and overseas. The company has earned the reputation for producing the highest-grade product, and giving the finest service available.

Orielton recognises the need to be an innovative and specialist company in the fields of product development, manufacture, marketing and information, and has engaged the services of established leaders in these critical areas. Giving Orielton's clients direct access to product development, information and usage of the highest order.

This combination of development, manufacture, marketing and information is placing Orielton at the forefront of the Health and Cosmetic contract manufacturing for both local and export markets. Our knowledge base enables Orielton to recommend the best selling products in all market sectors including Pharmacy, Supermarkets, Health, Haircare, Leisure and Cosmetic.



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**“Contract manufacturing & packaging to the Healthcare & Cosmetic
Industry”**

DIRECTION

Orielton has developed its current and future business strategy around a set of well defined principals.

Quality

Orielton's main asset is the repeat business for existing customers. This endorsement is our strength, and the maintenance of the highest quality in all departments at all times is our guarantee.

Services

Orielton services its clients needs as priority No1, we just don't deliver finished product. If necessary systems are modified or established to meet identified service criteria. Orielton considers its relationship with all of its clients as a partnership, and our clients see Orielton as been able to supply a level of service unavailable elsewhere.

It is Orielton's goal to respond expeditiously to our current and prospective clients requests regarding pricing and formulation, allowing them to quickly react to their markets. This rapid response criterion is maintained till the goods are delivered, and from then we are in constant contact to service future requirements.

Innovation

Nowhere is Orielton's basic business strategy more evident than in its commitment to innovation, research and development, Orielton's management work under the direction of the CEO in the development of innovative products to give our clients a unique market edge.

Facility

Orielton's modern facilities give us the flexibility to produce either economical batch quantities or volume orders depending on client requirements. Orielton is accredited by the Australian Therapeutic Goods Administration to manufacture liquid Vitamins, Minerals and Chemicals and operates under the latest standards of Good Manufacturing Practice.



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EXPORT ORIENTATION

Export

Orielton's success within the Australian market has certainly not led to a complacent attitude. New markets are always sought, with Orielton currently exporting to Asia, Europe and the Middle East.

Representation

Orielton is instituting regular visits by both the CEO and Export Marketing and Sales division to maintain close personal contact with its local and export markets and clients, ensuring that Orielton is in constant touch with the needs of our clients and their markets. This representation allows Orielton to react to local, regional and global trends, allowing our clients to be in the forefront of innovative product and market concepts.

Licensing and Registration of Product

Orielton has dedicated staff who work directly with its clients and their government in the licensing and registration of product in both local and export markets. We are building a base of expertise in these countries, which will put us in the forefront of inter-government information exchange to assist our existing and future clients.

INFORMATION SYSTEMS

Information Systems Internal

Orielton recognises the need for product to be marketed with appropriate information. As part of our Total Client Package we have a diverse library of information to be used for product endorsement or as technical support data.

Orielton is currently upgrading our information systems, both in computers and communications. At the end of the upgrade we envisage our information database for both client inquiry and statistical analysis will be the finest available.

Information Systems External

In many of the markets that Orielton competes in, detailed statistical data is not available. To counter this, Orielton will utilise external sources such as country specific market surveys, from leading research organisations. Also internationally Orielton uses the resources and services of Austrade and other country specific departments, giving access to invaluable market information. In preparing to enter new markets, Orielton regard its own research activities, as well purchased information, as an investment rather than an expense.

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PRODUCT

Orielton manufactures Therapeutic Liquid Vitamins, Minerals, and Chemicals and non-Therapeutic creams and a comprehensive range of cosmetic products. (Please refer to attached lists of products able to be manufactured at our facility.)

We can supply finished product in plastic or glass containers, plastic tubes and jars. We also apply labels, use product specific cartons into which we can also insert marketing material.

DEVELOPMENT

Orielton offers a Total Development Package, after assessment of the client's products needs.

- **After sales service** - Orielton has a department dedicated to this very important client resource, and it is our aim to attend to all requests within an acceptable and appropriate time frame.
- **New product development** - Orielton offers, through its internal research and development department, exclusive new product formulated for our clients. This can be product developed by Orielton or product developed for the client from their specific product profile.
- **Packaging** - To meet our client's corporate image and marketing requirement. Orielton can work with or advise on the most appropriate packaging, labelling, bottling, cartons (individual packs or shippers), and other specially prerequisites.
- **A Quality Assurance Program** - endorsed and coordinated by senior management with involvement at all levels of personnel.
- **Marketing** - Advice in the form of extensive product information for technical and consumer brochures. Product strategies for the targeting of seasonal, demographic or programmed promotions, and recommendation regarding point of sale material where required.



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SUMMARY

Orielton Laboratories is dedicated to its local market, and the export of Australian Developed and Manufactured product and associated information to all available markets. We see this development as an ongoing marketing program, which we react to with immediacy. We aim to meet our current and future client needs and to be in the forefront of research and innovation in retaining ours and our clients market edge.

We look forward to hearing from you to answer any inquiries you might have to the above details, or to discuss product opportunities and orders.

CONTACT DETAILS

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