

MEDIA RELEASE



Thursday 30 March 2017

NATURAL PRODUCT INDUSTRY AWARD WINNERS ANNOUNCED

Natural Products NZ this evening announced the winners of its annual industry awards, including the Supreme Award for the best overall entry:

SUPREME AWARD:

**New Zealand Health
Manufacturing**

Label & Litho Sustainability Award:

Absolute Essential

James & Wells Innovation in Marketing Award:

Blackmores NZ

Highly commended:

Alpha Group Holdings

Cawthron Institute Innovation in Science & Technology Award:

GMP Pharmaceuticals

NZ Trade & Enterprise Exporter of the Year Award:

**New Zealand Health
Manufacturing**

Natural Products NZ (NPNZ) is a national industry organisation representing this country's natural products, functional foods, complementary medicines, cosmeceuticals and nutraceuticals industries.

Announcing the winners, NPNZ's Corporate Affairs Director Alison Quesnel commented that the nature and quality of award entries continued to improve year on year in keeping with the industry's increasing maturity.

"Natural Products NZ has grown to more than 150 members, which represents an estimated 85% - 90% of this country's natural health product companies. Our members are punching well above their weight on local and world stages and it's great to be acknowledging some of our leading lights in this year's awards."

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Award winner overviews

SUPREME AWARD + NZ TRADE & ENTERPRISE EXPORTER OF THE YEAR AWARD: NEW ZEALAND HEALTH

MANUFACTURING

For the company with the most significant export growth and/or who has successfully conquered new market/s in 2016.

New Zealand Health Manufacturing is a specialist manufacturer and packager of softgel, hardshell, tablet and powdered health products. It is based in Mangere, Auckland.

Award judges said from its inception in 2014 New Zealand Health Manufacturing had been committed to export performance. A combination of a state-of-the-art manufacturing facility, a focus on excellent customer service, practical and expert R & D, an understanding of exchange rate mitigation and a wide reach out into the international community had seen the company achieve enormous growth. In the last year alone New Zealand Health Manufacturing had increased its sales by 68%.

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LABEL & LITHO SUSTAINABILITY AWARD: ABSOLUTE ESSENTIAL

The Label & Litho Sustainability Award celebrates the entrant that has either; a) best implemented the principles of sustainability throughout their company, products and people; and / or b) applied considerable changes across several platforms to demonstrate a move toward becoming a sustainable business. This is the third year running that Absolute Essential has won this award.

Absolute Essential, which is based at Muriwai (north-west Auckland) produces fair-trade aromatherapy, pure essential oils, organic natural skin care and natural health products that are sourced from small, organic farms and sustainable wild harvests. Every aspect of the company's operations – from its people, its product and its interface with the environment – is managed in a sustainable manner.

Judges said that once more Absolute Essential's demonstrated commitment to sustainability could not be faulted. Over the past year the company had worked across four sectors: continuing to support local workers and business in Nepal following the earthquake; establishing further Trade-Aid connections and support; developing proactive local employment support strategies; and sourcing eco-friendly accessories for the Absolute Essential brand.

"Bo Hendgen and Absolute Essential are an inspiration to every company," said the judging panel.

For more information contact: Dr Bo Hendgen, Founder and Director, Absolute Essential.

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JAMES & WELLS INNOVATION IN MARKETING AWARD: BLACKMORES NZ

This award recognises a company or employee of the company who has achieved exceptional results from the innovative marketing, advertising or promotion of a service or product achieving significant market growth or market access.

Blackmore's developed an integrated marketing campaign to re-invigorate sales and grow market share in New Zealand. Judges were impressed with the company's success in understanding consumer needs and perceptions, and increasing the brand's relevance to New Zealand consumers.

"Their campaign has shown great results. Congratulations to Blackmores for succeeding in this tough challenge."

For more information contact: Deva Dhar, General Manager–NZ, Blackmores NZ.

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CAWTHRON INSTITUTE INNOVATION IN SCIENCE & TECHNOLOGY AWARD: GMP PHARMACEUTICALS

This award recognises innovation in scientific research conducted in support of the natural products industry or for individual product(s); or for the successful development of a novel process/processes or technological advancement/s.

GMP Pharmaceuticals Group is a privately-owned Australia and New Zealand based manufacturing company specialising in complementary healthcare products, natural health and dairy products. It is New Zealand's only manufacturer implementing pharmaceutical standards in dairy/ infant formula production.

In keeping with its commitment to applying innovation to its quality assurance systems, GMP has received two patents -one for its "Black Box" System and the other for its Consumer Friendly Traceability System (CFTS).

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The “Black Box” system tracks the entire production process from material receipt to delivery. With the help of various data recorders, such as CCTV cameras, sensors, batch readers, X-Ray images, weight recorders, bag counters and other measurement devices installed at all critical stages of production; GMP Dairy is able to collect all the information and data, and store it in a safe location that is fire and earthquake resistant.

The CFTS allows consumers to see important information about the products and supply chain, and enables the company to send instant information to consumers through their mobile devices.

The Black Box and CFTS technologies have helped GMP to significantly increase its revenue over the past year.

Award judges congratulated GMP Pharmaceuticals on its innovations, which had wider applications beyond milk powder, to dietary supplements and food in general.

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