

# pharma

PHARMA OUTSOURCING EDITION

**TECH OUTLOOK**

**EUROPE SPECIAL**



Dr. Dominik Hauser,  
CEO

A SPECIALIST  
IN SWISS  
PHARMA  
VALUE CHAIN



**HANSELER**  
SWISS PHARMA



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## TECH OUTLOOK

EUROPE SPECIAL

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PHARMA  
OUTSOURCING

EDITION



HÄNSELER  
SWISS PHARMA



*The annual listing of 5 companies in Switzerland that provide  
exceptional services for enhancing operational efficiency  
and impact the Pharma Industry*

GMP is our DNA.  
We realize your product ideas to market success.



We offer **customised solutions** along the entire value creation process. At every stage **from product development, sourcing, manufacturing and packaging to successful market access**, Hänseler Swiss Pharma is a professional partner with the highest quality standards and innovative approaches.



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TECH OUTLOOK  
**PHARMA**  
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COMPANIES IN SWITZERLAND - 2023  
TOP 5



## A SPECIALIST IN SWISS PHARMA VALUE CHAIN



By Stacey Smith

**T**he pharmaceutical industry in Switzerland remains steadfast in its pursuit of delivering drugs with its signature stamp of quality. Underpinning this level of excellence is a robust supply chain that ensures flawless and timely delivery of quality products.

Hänseler AG Swiss Pharma's wealth of experience as a one-stop pharmaceutical powerhouse positions it at the helm of the Swiss pharma industry.

The manufacturing and trading company offers end-to-end pharmaceutical services, from a product's initial conception to its successful market entry, guiding customers through all stages of the pharma value chain. Its services include sourcing and processing raw materials, manufacturing, production, packaging, distribution, and sale of drugs while adhering to the good manufacturing practice (GMP) regulatory guidelines at every step.

"We offer customers the flexibility to choose the areas where we can support them to maximise their chances of success," says Dr. Dominik Hauser, CEO of Hänseler AG Swiss Pharma.

### **An Innovation Hub for Pharmaceuticals**

Beginning its journey in over-the-counter (OTC) drugs, Hänseler brings nearly six decades of experience in the Swiss pharmacy industry, particularly in the production and trading of various dietary supplements and medical products. It has manufactured for drugstores and pharmacies over 3,000 raw materials, narcotics, and products from the best herbs, a testament to its supremacy in OTC preparations.



**THE BEAUTY IS OUR ABUNDANT KNOWLEDGE ACROSS ALL THE ASPECTS OF THE SWISS PHARMACY MARKET. THIS EQUIPS US TO TRANSITION FROM TYPICALLY SERVING PHARMACIES TO THE ENTIRE PHARMACEUTICAL INDUSTRY IN SWITZERLAND AND INTERNATIONALLY**



“The beauty is our abundant knowledge across all aspects of the Swiss pharmacy market. This equips us with the ability to serve the entire pharmaceutical industry in Switzerland and internationally,” says Hauser.

Given its adeptness across the value chain, it is set to shift its focus toward the pharmaceutical industry, customising its services based on client requirements, whether for complete or targeted product support.

When it comes to sourcing, Hänseler has a comprehensive grasp of how to procure raw materials from qualified suppliers worldwide that fully comply with pharmaceutical guidelines. This guarantees the purity and consistent quality of its products. Having insights into better sourcing options, the company also advises clients on exploring alternative sources of raw materials for their needs.

### A Legacy of Production Excellence

Hänseler’s growth engine is the GMP production of OTC drugs and active ingredients. The product list consists of essential oils, chemicals, resins, ointments, vitamins, salt mixes, acids and alkalis, categorised into solid, liquid and semi-solid dosage forms.

Its foremost focus is manufacturing liquid pharmaceutical tinctures and extracts solely from natural sources like plant materials and herbs. It also produces chemical solutions like ethanol and is equipped to supply, mix, refill, and repackage these liquids. On behalf of partner companies, it offers consumer-friendly packaging solutions that range from small to large tubes and even containers of various sizes.

For solid drug forms, Hänseler blends various powders to create tailored formulations, often packaged in daily dosage sachets or sticks for convenient use. A noteworthy product in this category, D-MANNOSE, is a simple sugar mixture to safeguard the urinary tract against harmful bacteria, preventing bladder infections.

The semi-solid product portfolio comprises gels, creams, and oils. Whether a pharmaceutical or cosmetic formulation, Hänseler manufactures products by determining the ideal composition, packaging, and regulatory considerations. Kelosoft, a scar cream made from plant-based ingredients, is a popular semi-solid formulation.

All product items are subjected to GMP regulations. Some of those audits were conducted by the USFDA. Due to the complex GMP regulations in medical drug production, there is also an increased likelihood of approval delays. Hänseler seizes this challenge and fits into client needs like a hand into a glove, expediting the delivery of products while upholding GMP quality standards. To enable a quicker market entry, it offers exclusive support to customers requesting nonpharmaceutical cosmetic formulations.

Its distinctive skill set extends to the manufacturing of narcotic drugs. Among the select few players in the highly regulated narcotics segment, Hänseler stands out with its ample expertise in manufacturing with precision and meticulous documentation. It undertakes projects on a global scale, serving pharma industrial firms, pharmacies, and hospitals, and ensuring strict adherence to the rigorous standards of GMP and good distribution practices (GDP).

Hänseler recently manufactured an opium tincture on behalf of a Swiss company. It legally sourced and organised

the raw materials and supplied the narcotic product within the local pharmaceutical market while complying with the GMP and GDP standards.

### A Gateway for Effective Pharma Distribution

Proven successful as an exclusive distributor of OTC drugs in Switzerland, Hänseler facilitates market access for international pharma companies. Swissmedic tightly regulates the country’s stable healthcare market with standards that are distinct from those followed by neighbouring countries. Its diverse regulations make it difficult for companies aiming to introduce new drugs, medical devices, cosmetics, or food supplements into the Swiss market.

The Swiss pharma market also presents a linguistic challenge for international customers. Due to the coexistence of three specific languages—German, French, and Italian—it demands at least two of these languages be included on product packages and patient leaflets. This adds an extra layer of intricacy to selling drugs in the stringent Swiss regulatory landscape.

Drawing on its extensive network of pharmacy chains and pharmacists, Hänseler taps into its in-depth knowledge of Swiss regulations and fluency in local languages. It pays close attention to business practices and collaborates effectively to distribute pharmacy items, including OTC and finished products, for third-party partners wishing to expand their products’ reach.

### Charting a Successful Pharma Pipeline

Delivering on the promise of successful market entry is Hänseler’s diverse team of pharmacists, chemists, laboratory technicians and pharmaceutical assistants, as well as certified specialists in marketing, communication and logistics. Over 135 employees put their heart and soul into ensuring a qualified supply chain and exceeding customer expectations.

Its small and nimble nature allows the company to be highly client-centric, accommodating minimum order quantities, production numbers, and customised packaging solutions. Close-knit collaboration within its team allows for attention to detail and quick decision-making.

Embedded in Swiss heritage, Hänseler’s location in picturesque Herisau offers a fascinating and diverse working environment distanced from major urban centres. Its modern laboratories have qualified systems conducive to researching and experimenting with new drug recipes.

Forging ahead with a clear roadmap, the GMP-certified company is achieving a remarkable milestone by constructing a new production facility. It is dedicated to producing Swiss-


based products of GMP quality in Herisau, despite the potential cost savings that could be realised by manufacturing elsewhere. Anticipating a production timeline of approximately two years, this investment will help the company pursue a growth strategy beyond the borders of Switzerland.

Leveraging its new production facility, Hänseler aims to incorporate highly automated and advanced machinery with double the capacity to accelerate production volumes and enhance overall control. This will ramp up large-scale bulk production in containers of various sizes, measuring in tons. It has already taken steps in this direction by installing two, 12-ton tanks for mixing liquids, addressing a previous limitation in handling larger volume requests.

Hänseler will also implement advanced cleaning equipment to streamline the transition between the production of different products, saving valuable time. This enhances both space optimisation and manufacturing

efficiency. While considerable time is being allocated to moving materials between buildings, this endeavour promises to provide greater flexibility in logistics and packaging directly at the production site, consolidating the processes. Currently, the company is securing the necessary validations and certifications from regulatory authorities to ensure the production site meets the required standards.

For the road ahead, Hänseler is open to forging new partnerships, especially with German companies, in step with its focus on internationalisation. This strategic shift toward serving the global pharmaceutical market reinforces its status as a go-to provider of hallmark Swiss drugs and raw materials.

Domestic and export pharmaceutical companies looking to introduce sought-after medicines in Switzerland can knock on the doors of Hänseler to acquire well-rounded pharma value chain services that others are hard-pressed to match. 

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CUSTOMERS  
THE FLEXIBILITY  
TO CHOOSE  
THE AREAS  
WHERE WE CAN  
SUPPORT THEM  
TO MAXIMISE  
THEIR CHANCES  
OF SUCCESS**

