



The Product Development Journey

How new product development works with AWS360 — from your first idea, through manufacturing and delivery, to the innovation that keeps your range ahead.

Prevention is better than cure.

CONCEPT TO SHELF & BEYOND

AWS360 provides **360-degree CMO services** for supplement and OTC brands, backed by a network of GMP- and TGA-certified manufacturing partners. Whether you're launching your first product or extending an established range, we follow one clear, proven pathway.

The journey runs across five phases. Every step below is one we'll walk through together — keeping you informed, in control, and free to make decisions at each stage.

01

Development &
Agreement

02

Registration &
Artwork

03

Production

04

Freight & Delivery

05

Ongoing Innovation

01 Development & Agreement

We turn your concept into an approved, production-ready master formulation — with pricing, timeline and terms agreed before any commitment.

- 1 Your new idea** — you bring the concept; we ask the right questions about formulation, dosage form, packaging and regulatory needs.
- 2 Technical team review** — our specialists assess feasibility, ingredients and the best route to market.
- 3 Manufacturing quotation** — indicative pricing based on your brief, chosen format and volumes.
- 4 Product & dossier development costs** — a clear breakdown of any development and evidence fees.
- 5 Development agreement & fee** — a simple agreement confirming scope, timeline and cost before work begins.
- 6 Development timeline** — an indicative schedule mapped to your launch goals.
- 7 Master formulation development** — we develop and refine the formulation to meet your specification.
- 8 Regulatory compliance check** — we confirm ingredients and claims against your target market's rules.
- 9 Sample development** — prototype samples produced for you to test and taste.
- 10 Master formulation approval** — you sign off the final formulation, ready for production.
- 11 Commercial supply agreement** — terms of ongoing supply agreed, so you can order with confidence.

02 Registration & Artwork

We prepare and lodge everything needed to register your product for sale, and develop compliant, on-brand packaging artwork in parallel.

- 1 **Product registration checklist** — we map exactly what's required to register in your market (e.g. AUST L via the TGA for Australia).
- 2 **Quality assurance checklist** — QA requirements confirmed up front, with nothing left to chance.
- 3 **Undertake product testing** — stability and other required testing carried out to support registration.
- 4 **Compile technical dossier** — all documentation assembled ready for submission.
- 5 **Technical dossier approval** — you review and approve the dossier before it's lodged.
- 6 **Product registration submission** — lodged with the relevant authority for your market.
- 7 **Product artwork development** — label and packaging artwork developed to labelling requirements.
- 8 **Registration & artwork approval** — product cleared for sale and print-ready files signed off.

03 Production

Your product is manufactured under GMP conditions, tested batch by batch, and released only once it meets specification.

- 1 **Purchase order** — you place your order against the agreed supply terms.
- 2 **Order confirmation** — production and delivery timing confirmed.
- 3 **Packaging production** — packaging components produced to the approved artwork.
- 4 **Finished goods manufacturing** — your product is manufactured under GMP at the partner facility.
- 5 **Certificate of Analysis testing** — each batch is tested and documented.
- 6 **Quality control** — final QC checks before release.
- 7 **Release for supply** — product released and ready to ship.

04 Freight & Delivery

We manage door-to-door freight and GDP-compliant storage, so your product arrives where it needs to be, on time.

- 1 **Freight booking** — sea or air freight arranged to balance cost and timing.

- 2 **Dispatch from factory** — goods leave the manufacturing site.
- 3 **Export customs clearance** — export documentation handled on your behalf.
- 4 **Sea or air freight transport** — your order is in transit to market, tracked throughout.
- 5 **Arrival & import customs clearance** — goods arrive at the destination port and import formalities are completed.
- 6 **Final delivery** — delivered to your door or distribution centre.
- 7 **Warehousing & storage** — GDP-compliant storage available as and when you need it.

05 Ongoing Innovation

Launch is the beginning, not the end. We meet regularly to keep your range fresh and aligned with where the market is heading.

- 1 **Product innovation meetings** — regular sessions to keep your range ahead.
- 2 **Innovations to existing products** — improvements to what's already selling.
- 3 **Product & brand line extensions** — new variants that build on your brand.
- 4 **New & improved formulations** — reformulations as science and demand evolve.
- 5 **New dosage forms & packaging** — fresh formats and updated, more sustainable packaging.
- 6 **Market-led opportunities** — new products aligned to emerging trends.

Ready to start your product journey?

Wherever you are — a finished brief or a rough idea — we'll map out a clear pathway with indicative costs and timelines before you commit to anything.

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