

## NEW PRODUCT DEVELOPMENT



Let's admit it; there is the perception that New Product Development is expensive!

Well, it's true, finding out if something will work takes time, energy, planning and lots of money.

With Alaron we make that initial outlay a lot easier on the mind and on the pocket.

With Alaron as your partner in developing new products, we charge out at \$100 (+ GST) per hour plus materials for all development and pre-production work.

The bonus to you as a customer is once the product is successfully developed and put into production you are able to claim back the entire cost of the development. When you place a Purchase Order, the cost of product development is offset against that amount up to 10% of the total invoice amount. This is for each and every order until the total development cost is ZERO.

*For example, spend \$5,000 on developing a new product.*

*Place an order for that product worth \$50,000 and you pay only \$45,000, the \$5,000 for development being totally off set with your first order.*

*If you don't recover the development costs on your first production order, you are able to claim up to 10% on **all** future orders **up to** the cost of the development fees.*

*For example spend \$5,000 on developing a new product.*

*Place an order for \$25,000; you are charged \$22,500 off setting \$2,500 of the \$5,000 development cost. When you place a second order for \$25,000 you get to off set the balance of the \$2,500 development cost reducing the development fees for this product to zero.*

Cary Wernick is the Business Development Director and can be your first port of call. Or you can contact Ron Geiger, Managing Director. Or our Technical Manager, Madeleine Belay - to initiate a development inquiry. At one point in the process you will liaise with Cate James our Project Co-ordinator on all the other details, such as packaging, labelling, MAF, NZFSA and GMP requirements.

### NEW PRODUCT DEVELOPMENT TEAM



Some Ideas



Other Ideas



More Ideas  
Formulation  
Regulation



Details

If it's a tablet, a capsule, a sachet, or powder blend, the choice is yours, we love doing it all!