

Welcome to Optigen

Our Company

Optigen has built a strong position as a leading supplier of raw materials in Nutritional Health, Pharmaceutical (APIs), Cosmetics, Personal Care and Food segments in Australia and New Zealand, whilst our emerging export markets include customers in USA, China, Hong Kong, Singapore, Middle East and Europe.

Optigen global network operates from our Australian Head Office based in Adelaide South Australia, and the New Zealand Head Office in Auckland New Zealand.

In Australia we have distribution and warehousing capability in all Capital cities and Regional centres and in New Zealand our distribution covers customers in North and South Islands.

“To create a winning formula, you need the right blend of ingredients”

About Optigen

Optigen is committed to Customer Service through sourcing ingredients of the highest quality, efficacy, stability and bioavailability from around the world with exclusive Manufacturing Agencies based in The Netherlands, Germany, China, Japan, India, USA, Philippine, Malaysia and Indonesia.

Our aim is to provide ingredients that are safe and effective and provide timely delivery for all of your requirements by using our competencies in meeting specific customer needs through trusted and innovative solutions.

Optigen service is flexible and proactive we provide a complete package to our Customers no matter where you are, no matter how large or small your requirements.

If our Customers have specialised requirements please contact us. We will do our utmost and use our worldwide resource and provide you the information you need.

Optigen is Quality Certified and accredited to ISO 9001-2000 (AU888) and HACCP (AU888-HC).

“There is strong focus on health, safety and the environment with our entire supplier manufacturing operations, because we regard good working conditions and environmentally sound operations as preconditions for profitable growth in the future”

About Our Team

The success of Optigen is built on the strength of our exceptional people our Customers and our expert Manufacturing Supplier Partners.

Our company has assembled a team that recognises the opportunities in our industry and has the ability to develop our business to meet the needs of our Customers and our Manufacturing Supplier Partners.

“In order to effect and maintain our position in the market we need to keep ourselves finely attuned to the trends and shifts of the markets in which we have an interest. Working closely with our Customers and Manufacturing Suppliers allows us to respond quickly to meet our Customer needs”

Optigen can be you're partner in reducing costs through procurement strategies, improving operational efficiencies and introduce flexibility to your operation, our aim is to have you our customer operating in the most competitive and stable business manner possible.

We have a team of experts that can provide product research (develop product dossiers), project management and provide product development expertise, working alongside with your marketing team to develop a product brief.

Our Business Partners include,

- Local & Overseas Manufacturers – our raw materials is supported with technical back-up, all manufacturing under Good Manufacturing Practice (GMP) and the relevant ISO Accreditation and Quality Standards.
- A team of development Bio-Chemists – to support formulation/product development and manufacture proprietary ingredients, technical dossiers and support information to assist with your finished products.
- Contract manufacturers – to support 'private label' manufacturing of finished products, all facilities with Good Manufacturing Practice (GMP) and Therapeutic Goods Authority (TGA) Licence approvals
- Advertising Agency – to support marketing concepts and design work and provide a direction for your marketing plan.

“Optigen Your Partner for Mutual Profitable Outcomes”

More Than a Supplier

“To ensure that we are your preferred choice supplier and business partner, we demand excellent performance in all aspects of our business”

- Our strategy has always been to focus our business on individual customer's needs, in order to meet our customer's business objectives in terms of quality, delivery and price.
- We provide our customers with high quality ingredients produced with the latest technology
- We provide our customers with a high level of technical expertise
- We provide our customers with personal service as well as after sales service
- We are a strategic business partner
- Our manufacturers are committed to continuous quality improvement and research and development.
- Our support staff and experienced personnel are ready to assist in solving manufacturing problems as well as in developing new products to meet the ever increasing demands from consumers for better and cheaper products.

Our Quality and Service - Your Strength

For more information, visit:

Australia: www.optigen.com.au and New Zealand: www.optigen.co.nz