

MEDIA RELEASE

Friday 23 March 2018

**NATURAL HEALTH PRODUCTS INDUSTRY AWARD WINNERS ANNOUNCED**

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

SUPREME AWARD:	Quantec Ltd
James & Wells Marketing Award (\$2m and over in sales):	Nutra-life
James & Wells Marketing Award (Under \$2m in sales):	Winner – Anagenix Ltd Highly Commended – BioBalance Ltd
Cawthron Institute Innovation Award:	Winner - Maraeroa C Inc Highly Commended - Quantec Ltd
FernMark Licence Programme Growth Award	Winner – Quantec Ltd

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

Announcing the winners, NHPNZ's Corporate Affairs Director Alison Quesnel commented that it was great to see some smaller, newer companies coming to the fore in this year's awards.

"In typical Kiwi 'can-do' style, a number of this year's winners overcame significant hurdles and budget challenges to achieve success.

"No matter whether they are small or large companies, well-established or a young business, all our winners' successes are a testament to the vibrant, innovative nature of New Zealand's natural health products sector."

Award winner overviews

SUPREME AWARD + FERNMARK LICENCE PROGRAMME GROWTH AWARD + RUNNER-UP IN CAWTHON INSTITUTE INNOVATION AWARD: QUANTEC LTD

Hamilton-based Quantec specialises in high-value bio-actives from natural products, which are developed into proprietary ingredient formulations for use in finished product applications such as human health and animal health.

One such bioactive is a novel milk fraction, comprised of native immune defence proteins that can be used in a variety of applications such as foods, supplements, personal care, cosmetics and animal health remedies.

Quantec has the proven expertise to commercialise bioactive-based products globally in the human and animal health sectors, either through sub-contracting or joint venture relationships.

Award judges said they were inspired by how a little New Zealand company took on such a global challenge, becoming a stand-out success for both innovation and growth.

Announcing Quantec as the Supreme Winner of this year's Natural Health Products NZ Awards, Ms Quesnel said Natural Health Products New Zealand represents an industry that is trusted worldwide as a leading provider of natural health products: "Quantec is a fine example of what this industry is all about. An exciting future lies ahead for Quantec and I look forward to seeing their ongoing evolution and success."

For more information contact: Dr Rod Claycomb (Chief Executive Officer), Quantec.

Mob: 021 527 032 / Email: rod.claycomb@quantec.co.nz / Web: www.quantec.co.nz

JAMES & WELLS MARKETING AWARD (\$2M AND OVER): NUTRA-LIFE

This award recognises a company that has achieved exceptional results from the implementation of an outstanding marketing campaign.

Founded in 1967, Nutra-Life has over 50 years' experience in helping Kiwi families to take charge of their wellbeing. From small beginnings, we've grown into one of New Zealand's leading health food supplement brands.

Their award win was in relation to a highly successful marketing campaign to build awareness of the importance of maintaining healthy blood pressure and cholesterol levels and to encourage people to take action to maintain a healthy heart by communicating the natural health benefits of Nutra-Life Kyolic Aged Garlic.

Judges said the project was a standout marketing campaign that was an excellent example of leveraging new research on an established product.

For more information contact: Lorraine Moser, Nutra-life. Mob: 021 301 720
Web: nutralife.co.nz

JAMES & WELLS MARKETING AWARD (UNDER \$2M): ANAGENIX LTD

This award recognises a company that has achieved exceptional results from the implementation of an outstanding marketing campaign.

Anagenix was established in 2011 to provide a commercialisation link between ground-breaking New Zealand plant science and the world's best supplement producers. Since then they have developed a portfolio of products that are sold through distribution networks in the USA, Canada, Australia, Asia and Europe.

Their award win related to a decision to reposition an asthma support product after identifying a gap in the Chinese market for a lung support product – Berri Qi - for consumers worried about the effect of poor air quality on their lung health. This involved repositioning a product originally targeted at asthma sufferers, at the larger Chinese general consumer market.

Judges said Anagenix created a lot for a small budget, achieving outstanding results.

For more information contact: Chris Johnson (Group Managing Director), Anagenix.
Ph: 09 520 0831 / Email: chris.johnson@anagenix.com / Web: www.anagenix.com

HIGHLY COMMENDED: BIOBALANCE

BioBalance is a small, family-owned company that produces a range of high-quality, cruelty-free, mainly plant-based vegetarian and ethically sourced natural health products for local and international markets. The Collingwood-based company impressed judges with its response to significant marketing challenges associated with its Liposomal range of products.

Judges commented on BioBalance's impressive return on what was a small investment in marketing, and its great creative execution and effective use of social media.

For more information contact: Ruth Boyes (General Manager), BioBalance.

Ph: 021 654 141 / Email: ruth.boyes@biobalance.co.nz / Web: www.biobalance.co.nz

CAWTHON INSTITUTE INNOVATION AWARD: MARAEROA C INC.

This award recognises outstanding innovation demonstrated in any facet of business.

Te Kuiti based Maraeroa C Incorporation is a Maori Land Incorporation comprising 5500 ha of forestry lands in the Pureora region of the Central North Island. Maraeroa C diversified its business in 2006 and now operates Pa Harakeke (an adventure tourism business), grows ginseng in wild and natural conditions as an understory crop to the pine trees, produces and markets ginseng products under the Pure-ora Mountain Ginseng brand, produces honey from beehives sited on its lands and is trialling other Chinese Herbal crops to produce new herbal products.

Maraeroa C met and overcame a number of challenges associated with growing high-quality ginseng that would meet the requirements of the discerning Chinese market and also gaining market acceptance of New Zealand-grown ginseng as being genuine and of good quality.

Award judges said Maraeroa C was a great story of continuous innovation and problem solving – a true credit to the vision and persistence of this business to keep overcoming the hurdles and paving the way for a new industry in New Zealand.

For more information contact: Glen Katu, Chief Executive, Maraeroa C Incorporation.

Ph: 027 2839828 / Email: glen.katu@maraeroac.co.nz / Web: www.pureora.co.nz

HIGHLY COMMENDED: QUANTEC

Quantec discovered the use of a unique blend of milk proteins, which are used to develop products that met consumer demand for naturally-derived skin care and dairy industry demand for mastitis treatments that do not use antibiotics.

Judges said it was a great story of innovation commercialisation with some very challenging science.

For more information contact: Dr Rod Claycomb (Chief Executive Officer), Quantec.

Mob: 021 527 032 / Email: rod.claycomb@quantec.co.nz / Web: www.quantec.co.nz

FERNMARK LICENCE PROGRAMME GROWTH AWARD: QUANTEC

This award is made to the company with the highest percentage increase in sales revenue from all sources in 2017.

See comments under 'Supreme award winner', above.

ENDS

For more information about NPNZ or the awards contact:

Alison Quesnel
Corporate Affairs Director
Natural Health Products NZ
Ph: (09) 280 3611
Mob: 021 415 888
Email: alison@naturalhealthproducts.nz
Web: www.naturalhealthproducts.nz

Anna Radford
Cadence Communications
Mob: (021) 251 2628
Email: anna@cadencecomms.co.nz