

Operating at lightning speed for a biosimilar launch

Grünenthal PRO partnered with a leading biosimilar customer in 2025 to achieve a record-breaking 35 - day turnaround from receipt of packaging and labelling artwork through to product release. This set a new benchmark for speed in the industry. The project's success is particularly striking due to the complexity of the end-to-end process and the exceptionally quick turnaround.

35-day

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The challenge

The client was targeting first-to-market advantage for a biosimilar product in a highly competitive territory. The project required rapid development of market-specific labels, patient information leaflets and packaging layouts, as well as sourcing and production of packaging materials. Such tasks typically demand extensive lead times.

Our delivery

Grünenthal PRO achieved an average OTIF delivery rate of 93 percent, while meeting or exceeding quality targets for all biopharma customers. Our scalable infrastructure, robust operational setup and established supplier networks ensured that Grünenthal PRO responded quickly and flexibly. And our teams delivered this project without disruption to ongoing commitments or service levels for other customers.

This was possible because Grünenthal PRO implemented tailored artwork management processes, while also strengthening collaboration across key areas of specialisation including master data, artwork, material planning, procurement, scheduling

and release. This enabled rapid decision making, parallel processes and early risk mitigation. After packaging development, we progressed seamlessly to assembly from prefilled vials, labelling, packaging and testing before distribution – within just 35 days.



Biopharma assembly line in action at our Origgio, Italy, manufacturing site

Grünenthal PRO has raised the bar for what we expect from a partner. Their ability to move quickly, adapt in real time, and deliver consistently enabled us to launch our product in 35 days and complete another project in just 15. These are timelines rarely seen in our industry, and the combination of speed, reliability and quality gave us a clear time-to-market advantage

Biosimilar Grünenthal Client