

FEVE

## shaping the future of the-over-the-counter and biotech markets

During the recently-held CPhI Worldwide event in Madrid, FEVE hosted a briefing to discuss over-the-counter and biotech markets, and how glass packaging suppliers should adapt to best match their needs.

### LAURENT ZUBER



Laurent Zuber joined SGD Group in 2006 when Saint Gobain Desjonqueres was sold to Private Equity and defined the strategy to further extend leading position with stronger market shares in all segments. Laurent Zuber has a deep knowledge of the Pharma industry since 2002 and of the Glass Industry since 1989. Laurent Zuber is currently CCO and Managing Director of SGD Pharma leading sales & marketing activities, as well as the trading company Embelia. In the past, Laurent Zuber held several leading positions at Saint Gobain Emballage (now Verallia) and OTIS elevators. He graduated from the Institut Supérieur de Commerce of Paris (France).

**A**t CPhI Worldwide in Madrid on 10 October, in a briefing held by FEVE – the European Container Glass Federation, Laurent Zuber – CCO of SGD Pharma & Chairman of the FEVE Flaconnage Board, and Frédéric Jailloux – Managing Director of Val-U Advisory shared their perspectives on the dynamics of these two important market segments, and how packaging suppliers, glass in primis, should adapt to best match their needs.

#### OTC – MOVING FROM PASSIVE TO ECO-CONSCIOUS PATIENTS

The OTC (over-the-counter) pharma market is driven by the shift from a passive and uninformed patient to an eco-conscious and educated consumer. On the biotech side, the value chain is engaged to shape a new

business model integrating a very high level of process capabilities, a full control of product/packaging interaction, and cost effectiveness.

“Both segments are destined to grow in the coming years, and both will represent major opportunities for the packaging sector mainly driven by the ability to meet new market trends, but also to answer to increasingly demanding compliance rules,” commented Frédéric Jailloux.

Mr. Jailloux observed that in the OTC market, packaging will

have an increasing central role as a marketing differentiator in the launch of new products, but also by providing key functionalities in terms of safety, anti-counterfeiting and convenience, which is crucial for an ageing population. Glass has always been the packaging of choice for OTC for the well-known virtues of strength, weight, purity and transparency, stated Mr Zuber. Its further usage will rely on its capacity to adapt to new market needs and to redefine itself as premium packaging material at

## FRÉDÉRIC JAILLOUX



Frédéric Jailloux has more than 20 years of experience in Global Procurement, Supply chain and performance management, mostly in the Pharmaceutical and Packaging sectors. He worked 13 years in Procurement for GSK Pharma as Global Procurement

Director. Then, he led a program to switch diverse types of Consumer Healthcare Products' packaging to Child Resistant & Senior Friendly. In 2015, Frédéric Jailloux created VAL-U Advisory, a consulting company to improve his Clients' profitability and growth. Negotiating and contracting the sourcing of equipment and software for serialization, reorganizing and improving the supply chain of a site, helping and coaching his Clients to raise business efficiency and performance are among his recent successes.



very competitive market conditions, he continued.

### BIOTECH – HIGH GROWTH EXPECTED

In the biotech sector, the market is expected to meet high growth. The capacity to maintain drug integrity from production to final delivery, the ability to meet low volumes with very high-quality packaging, ensure flexibility to pharma companies and to prove process capabilities through the entire supply chain are the main challenges that packaging will have to respond to. Mr. Zuber pointed out that "The high-quality level expected by biotech companies associated with the need to reduce capex and maintenance cost at Pharma companies will shape many new products and services in the future. Pharma moulded glass manufacturers are heavily investing to optimize

the production technologies and to innovate the moulded glass flacon solutions for the segment. These combined with the unique inherent properties of the material will make of moulded glass the packaging of choice for the sector, added Mr. Zuber. ■



## FEVE

FEVE is the Federation of European manufacturers of glass containers, providing a wide range of glass packaging products for food and beverages as well as flacons for perfumery, cosmetics and pharmacy to European and global customers. With more than 160 manufacturing plants distributed all over Europe, FEVE is an important contributor to Europe's real economy and provides direct and indirect employment to about 125,000 people. FEVE members produce over 20 million tons of glass per year. Manufacturing plants are located across 23 European States and include global blue chip and major companies working for the world's biggest brands.

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The European Container  
Glass Federation

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CONTAINER GLASS  
FEDERATION**

Avenue Louise 89, Bte 4  
B-1050 Bruxelles - Belgium  
Tel.: +32-2-5360080  
Fax: +32-2-5393752  
E-mail: [secretariat@feve.org](mailto:secretariat@feve.org)  
[www.feve.org](http://www.feve.org)