



CASE STUDY

Scapa Healthcare Supports Global Consumer Company With Launch of Hydrocolloid-Based Medical Device in Record Time

SUMMARY

- A prominent skincare consumer company sought to introduce a new medical-grade, skin-friendly hydrocolloid product.
- However, it lacked the regulatory expertise and capabilities to develop a medical-grade solution in-house.
- Scapa Healthcare provided a complete turnkey solution, and the product was launched in half the time of any of the customer's previous launches—moving from concept to store shelves in just months.

THE CHALLENGE

The customer, a market-leading skincare company, wanted to introduce a new medical-grade, skin-friendly hydrocolloid product for US and international retail markets. However, they lacked the capabilities and regulatory expertise to do so in-house. They needed a technology partner to provide a full-service solution to deliver a product that met their specific requirements.

THE SOLUTION

The customer turned to the team at Scapa Healthcare's Hydrocolloid Technology Center in Orangeburg, New York, renowned for its in-house R&D, design, and manufacturing of custom medical hydrocolloid adhesives. They provided a complete turnkey solution, including formulation, new product development, regulatory support, customization, manufacturing, packaging, and comprehensive supply chain management.

Scapa's customization abilities were crucial to this process, with the ability to quickly modify product size and shapes as needed. Furthermore, regulatory expertise was essential, including clinical testing and efficacy data to establish compliance with medical device claims. In addition, Scapa marketing and regulatory teams worked with the customer to ensure all ads and social media statements were compliant and provided FAQs and training for the customer service team to accurately answer consumer questions.

The collective expertise of Scapa's team was invaluable to the customer. One example of this was in managing new shelf facings. The customer was introducing an entirely new SKU, and retail shelf space is always at a premium. The Scapa Healthcare team worked with very specific size parameters to strategically design the packaging and determined the best packaging configuration to enable it to be displayed without requiring the removal of any of the customer's existing products. In the process, the Scapa team was also able to quickly change the box specifications based on consumer feedback.

Time to market was crucial to the customer, and the Scapa team leveraged its supply chain to get packaging materials in two weeks, instead of the 8 to 10 week delivery given by the customer's established carton supplier.



MEDICAL-GRADE, SKIN-FRIENDLY HYDROCOLLOID PRODUCTS



COMPLETE TURNKEY SOLUTION



REGULATORY EXPERTISE



STRATEGIC CUSTOM DESIGNED RETAIL PACKAGING



Scapa Healthcare offers Regulatory Services for Medical Devices.

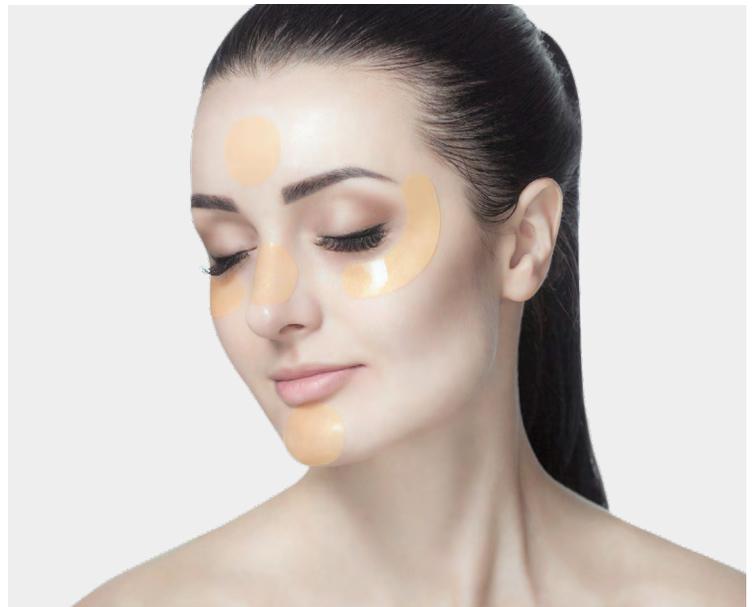
RESULTS

- High-quality products manufactured with medical device expertise
- A profitable new business stream, stronger brand promise, and global product consistency to support US and international retail markets
- Extraordinary speed to market
- Unmatched service and trust levels

The Scapa Healthcare team recognized an unmet need and quickly conceptualized a solution, allowing the project to move through very quickly. As a result of Scapa's extensive hydrocolloid industry expertise and established strategic supply chain relationships, the product was developed and ready for commercialization in a record time of less than nine months.

LOOKING FORWARD

The customer is working with Scapa Healthcare to introduce this new product line outside of the United States and expand its portfolio with other skincare lines, including hydrocolloid solutions with active ingredients and a product line offering moisturizing and protection functionality.



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ABOUT SCAPA HEALTHCARE

Scapa Healthcare is the trusted strategic partner of choice for the world's leading companies in advanced wound care, consumer wellness and medical device fixation. Our deep understanding of the markets we serve allows us to leverage our manufacturing, technology and development expertise to deliver innovative skin contact solutions that help our customers succeed in the marketplace.

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