



**YOUR TRUSTED
PARTNER IN
PRIVATE LABEL**

2021 Capability Overview



INTRODUCING FERNDALE CONFECTIONERY



- Founded in 1995 by Bruce Edward, who remains the sole shareholder. Today the business is managed by Leigh Edward.
- Ferndale are experts in Private Label Confectionery with approximately 50% of our annual turnover attributed to Private Label.
- Products are highly differentiated, and developed to satisfy core consumer needs, “better than any other option”.
- Ferndale works with manufacturing partners across the globe, allowing us to offer a large assortment of specifically developed products, as well as having our own Australian based production facilities.
- Ferndale has pre invested in production capacity, capable of immediate 300-400% scale up without additional capital investment, allowing us to supply large retailers, quickly and efficiently.
- Inducted into Victorian government’s “Manufacturing Hall Of Fame”, in recognition of world class work practices and factory operations, being only the second ever food company to receive this distinction

***Ferndale offers retailers a full turn-key solution for product development.
- From idea to implementation-***

EXPERTS IN PRODUCT DEVELOPMENT- CONFECTIONERY

Ferndale has multiple supply chain options. We produce a range of products in our Australian facility, but we also work with specialist manufacturers from all across the world to bring consumers the best quality, best value ranges.

Having established relationships with some of the worlds best confectionery manufacturers allows Ferndale to continually offer our customers variety and the latest innovation.

Compressed Candy:



Panned Mints:



Chewy Candy:



Pellet Gum:



Marshmallows:



Sugar Free Pastilles:



Jelly Beans:



Caramels/Coffee Drops etc.:



Functional Gummies:



EXPERTS IN PRODUCT DEVELOPMENT- FUNCTIONAL

We are your personal expert in designing customized and successful products for the food supplement market, as well as the food market.

→ From the idea to the finished product

As a producer with decades of experience, we know the details and challenges of bringing instant products, lozenges, pastilles, jellies or tablets from product idea, through product development, production, packaging, registration, delivery, and finally to market.

Galenic Forms

Lozenges



Soft Pastilles | Jellies



Instants | Mixtures



Fast-Melting Tablets |
Compressed Tablets



AREAS OF APPLICATION



Women's & Mum's
Health



Weight Management



Stress & Mood
Swings



Sports



Brain &
Nervous System



Sleep &
Regeneration



Pet's Health



Oral Care



Multivitamins &
Minerals



Bones &
Joints



Men's Health



Kid's & Teenager's
Health



Immune System



Baby's &
Toddler's Health



Beauty



Healthy Aging



Hair, Nail,
& Skin



Joy & General
Well-being



Eye Health &
Vision



Anxiety



Energy &
Endurance



Digestion



Cough, Cold, &
Sore Throat



Cardiovascular
System



PROCESS

→ ALL FROM A SINGLE SOURCE

Your products must compete in the markets, stimulate the senses, taste good as well as be effective and successful.

We know the high demands of the markets and master all the critical factors: research, concept, design, naming, logistics and sales support. One of our key strengths is the development of recipe formulas for the future. With a passion for innovative raw materials and processes, we keep developing new product concepts and successfully realizing them.

We make products in large-scale production, for niche markets and exclusive small batches. Experience the development of your product for yourself. Define your product with us and get inspired. Creating a product is an incredibly exciting and responsible process. We take care of it – from A to Z.

→ QUALITY APPLIED SUSTAINABLY

Our high-quality requirements are represented in each product, the people and the environment, expressing the ecological and ethical standards of the enterprise.

The use of natural ingredients guarantees sustainable and resource-friendly manufacturing along the entire value chain. We make sure that we continuously meet and exceed your expectations, high demands and complex regulatory requirements.

Customer requirements, customer satisfaction and consumer safety are the starting point and the heart of our activities. We follow regulatory requirements and international standards to guarantee high-quality and natural products with health benefits and for enjoyment.



EXPERTS IN PACKAGING

Flip Top Packaging:



Bottles:



Flow Wrap Multi-packs:



Tin Packaging:



Pillow Pack:



Blister Packs:



FROM IDEA TO IMPLEMENTATION

Ferndale's team of experienced product developers will work with customers to identify the greatest opportunities in a category, and develop products and packaging to satisfy the consumers needs, better than any other option.

FIVE KEY REASONS TO PARTNER WITH FERNDALE:

1. Over 25 years experience producing private label products for some of the worlds biggest retailers.
2. Flexible product and packaging options, allowing customers to source complete ranges from a single supplier.
3. World Class SQF2000 certified facility located in Ballarat, Victoria, as well as a global network of international suppliers who are specialists in their respective fields.
4. World Class QUALITY outstanding VALUE
5. Total solution provider- dedicated team to bring product ranges to life.



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