

# TOGETHER.

**Heritage of Innovation.**

*Ayrtons*  
Established 1868

*Ayrtons*  
Established 1868

**Pharmasol Ltd. Ayrton House**

Parliament Business Park, Commerce Way, Liverpool L8 7BA, United Kingdom

**Manufacturing Site.** Walworth Industrial Estate, North Way,  
Andover SP10 5AZ, United Kingdom

+44 (0)1264 363117 | [post@ayrtons.com](mailto:post@ayrtons.com) | [www.ayrtons.com](http://www.ayrtons.com)



# CONTENTS.

1.

## **Ayrtons heritage.**

Discover the company's foundations and long standing success in the industry.

2.

## **The early days.**

Taking a look at Ayrtons from its beginnings through to what helped shape the company become what it is today.

3.

## **Moving forward.**

Building our future based on a rich heritage and solid values.

4.

## **21<sup>st</sup> Century Ayrtons.**

Continuing the path to being an innovative pharmaceutical company.

5.

## **Company culture.**

At Ayrtons we believe that we're good together.

6.

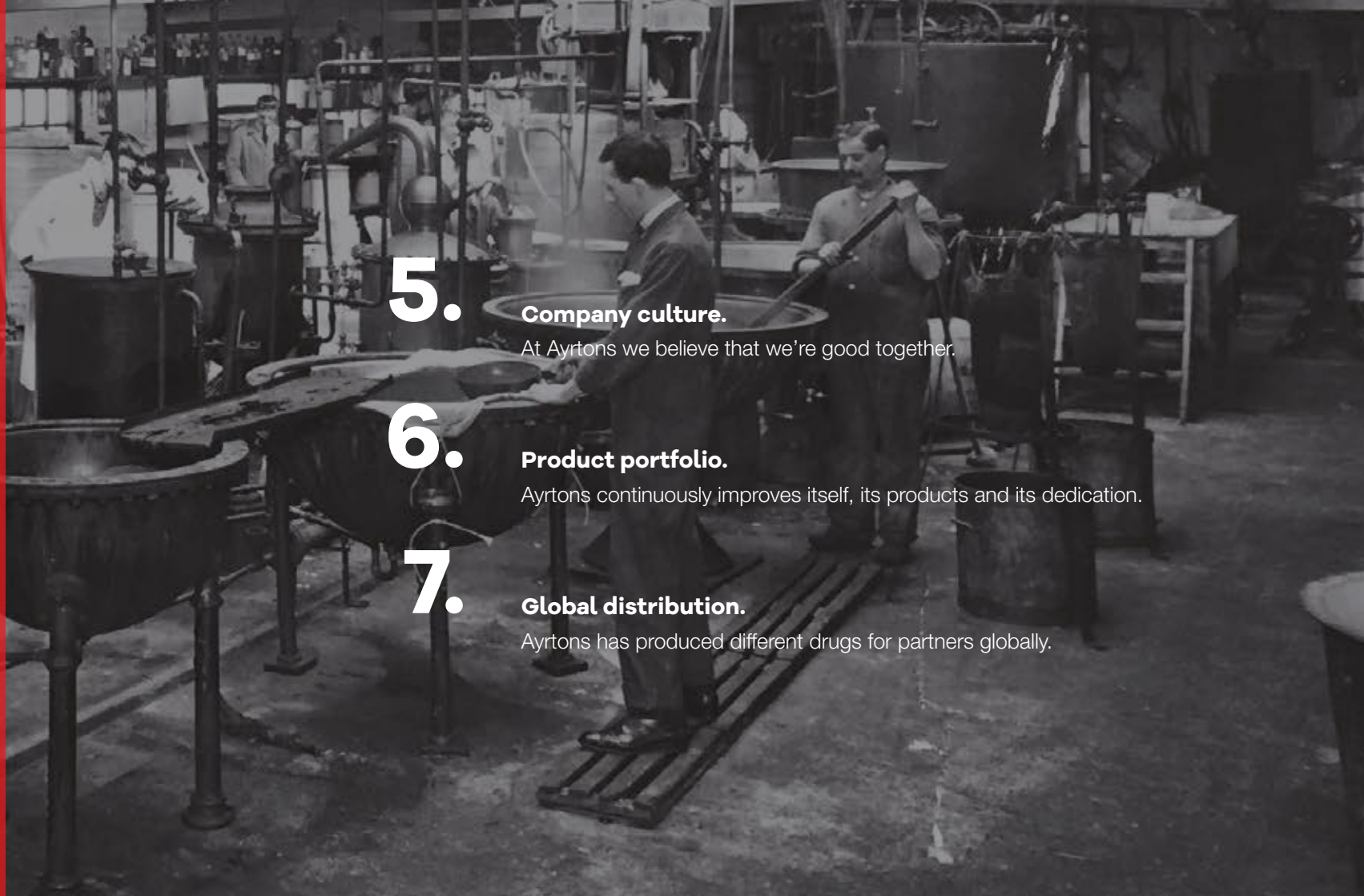
## **Product portfolio.**

Ayrtons continuously improves itself, its products and its dedication.

7.

## **Global distribution.**

Ayrtons has produced different drugs for partners globally.



# AYRTONS HERITAGE.

Discover how the company was founded and how this has led to Ayrtons' long-standing success in the industry.

**Ayrton Saunders was founded in Liverpool in 1868 by A.H. Saunders, a partner in a London Pharmaceutical Wholesale House and Dr. F. Ayrton, a former deputy Coroner for Liverpool.**

Ayrton Saunders is a UK based company. Founded in 1868, with headquarters in Liverpool and offices and production facilities in Andover, Runcorn and Hitchin.

Ayrtons is engaged in developing, manufacturing and marketing of a broad range of pharmaceutical products with a focus on aerosols, semi-solids and liquids. The company has a direct or indirect presence in almost 30 countries and alliances with strong local companies as well as multinational companies.

In 1868, the city of Liverpool was the United Kingdom's main hub for distribution, shipping, importing and exporting. These factors, coupled with Liverpool's extensive railway system and world class marina made the city a perfect location to open a new business. The late 1800s were fruitful for Liverpool, not only did they gain a significant employer in Ayrton Saunders, they also saw some well-known entities appear such as Liverpool FC, Lewis's shops and the Albert Docks.

**"DEDICATION TO BEING  
A MODERN, CUSTOMER-  
FOCUSED COMPANY."**

It should be noted that although Dr. F. Ayrton's name remained in the title, he sold his shares 10 years after founding the company due to health issues. After A.H. Saunders passed away in 1889, his two sons carried on their father's business.







**“Through cultivating positive and fruitful relationships with clients overseas, the foundations of Ayrton Saunders’ modern export trade were established and helped it to become a well-known name in many parts of the world.**

**By continuing the path to being an innovative pharmaceutical company that its founders paved, Ayrtons strives to fulfil the evolving needs of its patients and clients.”**

The company continued to run with the same vision: service, quality and innovation. Since its establishment, Ayrton Saunders received much praise for continuously improving itself, its products and its dedication to being a modern, customer-focused company.

**“THE COMPANY CONTINUED TO RUN WITH THE SAME VISION: SERVICE, QUALITY AND INNOVATION.”**

Ayrton Saunders was originally set up on Cornwallis Street in Liverpool, but due to steady expansion, it soon outgrew the premises and relocated twice.

The first relocation was to Duke Street. In 1899, Ayrton Saunders purchased a plot of land on 34 Hanover Street and began to build its new establishment from the ground up. Even after the building was completed, more additions were needed due to the high demand for Ayrton Saunders products.

# THE EARLY DAYS.

Taking a look at Ayrtons from its beginnings through to what helped shape the company become what it is today.

**In 1902, Ayrton Saunders acquired Henry Gilbertsons Ltd. and W.H. Kemp & Sons and established itself as a Limited Company in 1909.**

In 1909, W.H. Saunders became the company Chairman and proudly oversaw a massive step forward in communication and innovation with customers by installing the company's first

telephone. W.H. Saunders was an avid traveller and spent much of his time abroad, so much so that he was asked to write a book about his adventures by friends and colleagues. His book, "Roving the World" was published in 1924. Saunders had a very hospitable personality and many friends through his business both in the United Kingdom and abroad. His good nature, sensible approach to business,

reliable supply of quality as well as serviceable goods and services established the foundations of Ayrton Saunders' modern export trade.

**"SAUNDERS PROUDLY OVERSAW A MASSIVE STEP FORWARD IN COMMUNICATION AND INNOVATION."**

During 1899 - early 1900s the company manufactured and exported cod liver oil emulsion, antiseptics, anti-rheumatics, anti-asthmatic pills, anti-inflammatory drugs, surgical instruments, round, square, oval 'penny pill' boxes, a wide variety of medical glass bottles, and many more items.

Throughout the early part of the 20th century Ayrton Saunders continued to prosper, so much so that by 1918 they were employing over 1,000 people. The company's good fortune and steady expansion





was temporarily halted in 1921 when a massive fire ravaged most of 34 Hanover Street, including a huge portion of the Ayrton Saunders building. Surprisingly, the tragedy of the fire transformed into a blessing for the company. Having lost so much of the building, Ayrton Saunders received a complete renovation from the ground up. Before the incident, Ayrtons was around 50 years old and had experienced such a high spike in production demand that the premises were no longer functional enough to meet the market needs.

## "THE TRAGEDY OF THE FIRE TRANSFORMED INTO A BLESSING FOR THE COMPANY."

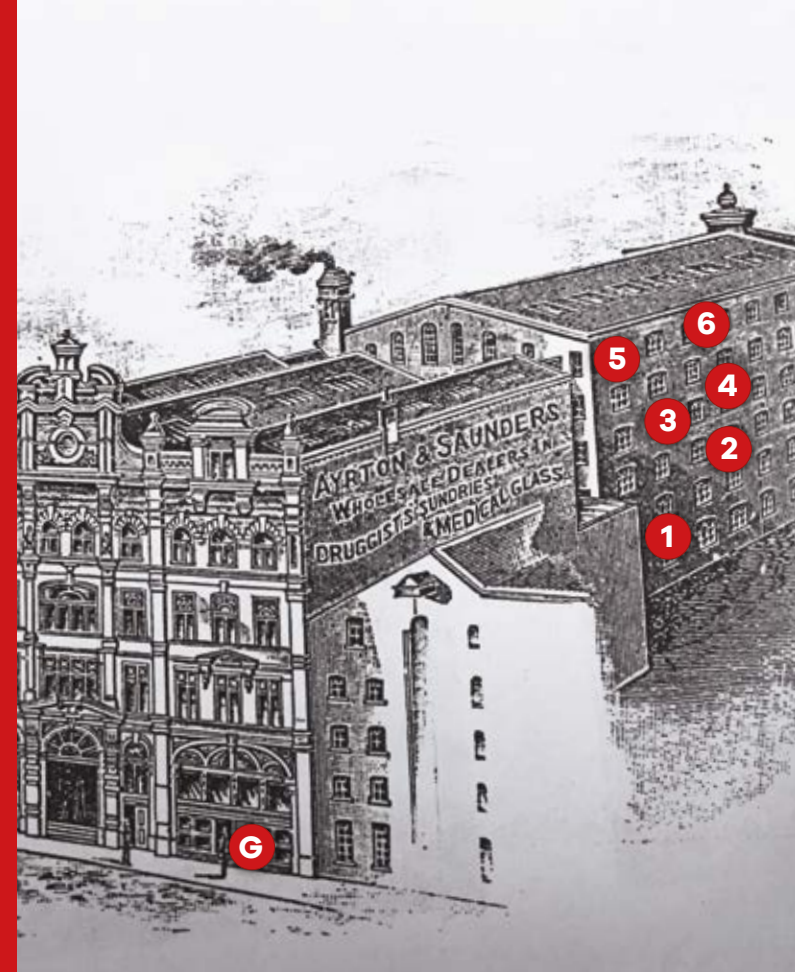
The revitalisation process took 14 months to complete and in May of 1922, the company revealed its new 90,000 square feet of modern floor space and state-of-the-art building.

### Ayrtons before the fire.

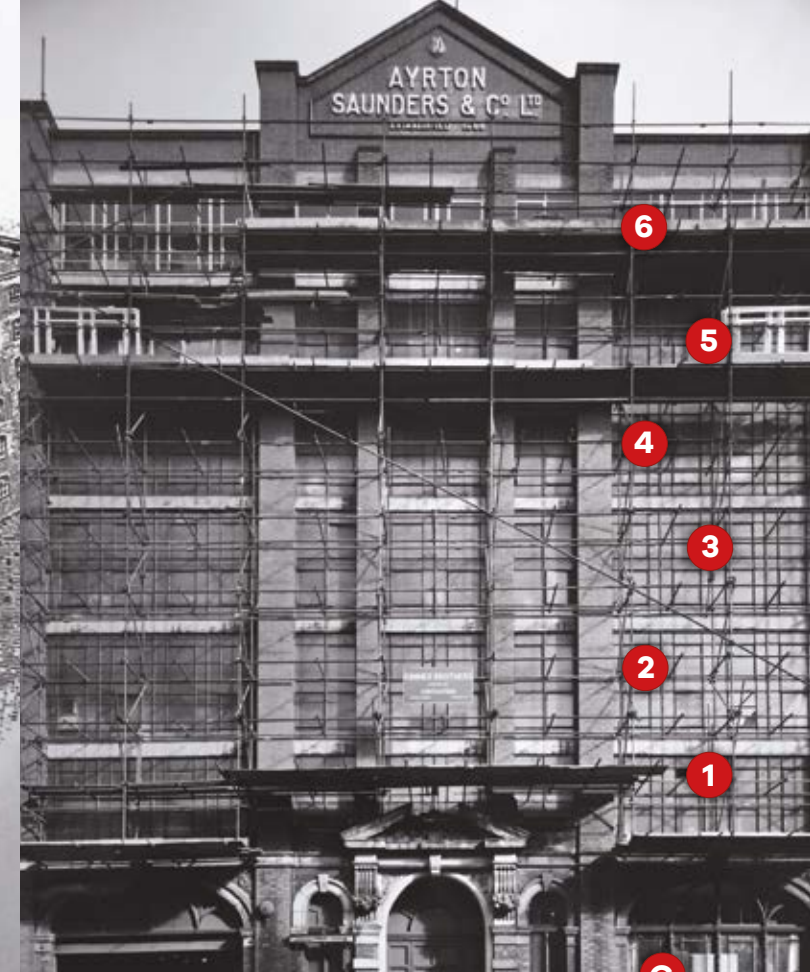
- B** Basement: The bottle department
- G** Ground floor
- 1** 1<sup>st</sup> Floor: Fancies
- 2** 2<sup>nd</sup> Floor: Patent
- 3** 3<sup>rd</sup> Floor: Sundries
- 4** 4<sup>th</sup> Floor: Tablets
- 5** 5<sup>th</sup> Floor: Packed goods
- 6** 6<sup>th</sup> Floor: Drugs despatch

### Ayrtons rebuilt.

- B** Basement: The bottle department
- G** Ground floor: Show room & counter
- 1** 1<sup>st</sup> Floor: Patent & proprietaries
- 2** 2<sup>nd</sup> Floor: Sundries & fancy goods
- 3** 3<sup>rd</sup> Floor: Printing & tablets
- 4** 4<sup>th</sup> Floor: Packed goods
- 5** 5<sup>th</sup> Floor: Drugs despatch
- 6** 6<sup>th</sup> Floor: Exports & the office



Ayrtons before the fire.



Ayrtons rebuilt

# MOVING FORWARD.

Building a future based on a rich heritage and solid values while continuing on the path to being an innovative pharmaceutical company.

**After a blitz bombing in 1942, Ayrton Saunders became the only surviving pharmaceutical wholesaler on Hanover Street.**

The arrival of the National Health Service in 1948 as well as the use of ethical medicines by doctors limited the production of sundry items and pushed the company to become increasingly wholesale focused.

During the 1950s, Ayrton Saunders was delivering to many different parts of the UK while also employing 25 representatives to stay in line with competing companies. One hundred years after establishment, the company's work in Liverpool was being carried out from three premises: the headquarters at 34 Hanover Street, which housed the offices and distribution

**60% of products were being exported.**

Destinations included: Africa, Australia, New Zealand and Vietnam.

**"BY THIS TIME, AYRTON SAUNDERS HAD BECOME A WELL-KNOWN NAME IN MANY PARTS OF THE WORLD."**

centre; the production plant and laboratories on Duke Street and the export department and garages on Park Lane. By this time, Ayrton Saunders had become a well-known name in many parts of the world: 60% of their products were being exported to Africa, Australia, New Zealand, Vietnam and many other countries.



# 21<sup>ST</sup> CENTURY AYRTONS.

Continuing on the path to being an innovative pharmaceutical company that the founders paved, Ayrtons strives to fulfil the evolving needs of its patients and other clients.

**In 1987, the company was taken over by A.A.H. Pharmaceuticals and in 1990 they moved into new premises on Spindus Road in the Speke Hall Industrial Estate.**

The firm was run by A.A.H. Pharmaceuticals from its premises on West Lane, Runcorn. After years of successful operation, restructuring, challenges and

development, Ayrton Saunders was bought in 1997 by Mr. G.F. O'Brien of Liverpool, who owned a chain of retail chemist shops. OBG Pharmaceuticals, also based in Liverpool, is a privately owned group of companies operating in diverse business sectors, primarily pharmaceuticals and plastics. Almost 150 years since Ayrton Saunders was established, the company is continuing its path to being an

## AYRTONS CONTINUES TO FULFIL ITS COMMITMENT TO SATISFY THE EVER EVOLVING NEEDS OF ITS PATIENTS AND CLIENTS.

innovative pharmaceutical company that its founders paved by building a future based on strong heritage and solid values. Ayrtons continues to fulfil its commitment to satisfy the ever evolving needs of its patients and clients.







**WE'RE  
GOOD  
TOGETHER.**

# COMPANY CULTURE.

We know that the future cannot be worked towards by just one person, which is why we at Ayrtons believe that we're good together.

## OUR MISSION

Building on 150 years of successful developing and manufacturing of innovative healthcare solutions, we are working together to improve proven products for a better patient experience.

## OUR VALUES

The values steering wheel is the driving force behind how Ayrtons delivers its services, communications and behaviour.

## OUR VISION

To transform ourselves into a fast growing, globally acting specialised pharmaceutical company.

## AYRTON SAUNDERS VALUES STEERING WHEEL.







## MANAGEMENT TEAM.

### **RUUD HELWIG** MANAGING DIRECTOR

Ruud Helwig has over 34 years' experience in the pharmaceutical industry. He has overseen the commercial growth and development of international entities with markets in the US, South America, Europe, Africa and Asia. This group includes: Eli Lilly, Aspen, SkyePharma AG, Laguna Health Inc and Sciele Pharma. Ruud has experience working across the pharmaceutical sector in managerial director positions in the biopharmaceutical, specialty, generics and medical devices arenas. His extensive international business development experience activities include: significant portfolio growths, profitability increases, developing branded generics, overseeing international financial structures, supply chain & manufacturing, quality, product development, sales and mergers. He holds an MBA, MLA and LLM.



## REGIONAL DIRECTORS.

### **LAURO BIANDA** REGIONAL DIRECTOR OF LATIN AMERICA

Lauro Bianda graduated from the Federal School of Commerce in Switzerland and has worked in the international commercial field worldwide for over 25 years. He is specialised in finding, establishing and expanding trade relations with Latin American partners.



### **FRANS VAN HECK** REGIONAL DIRECTOR OF EUROPE, MIDDLE-EAST, CIS

Frans van Heck holds an MBA from Rotterdam Business School. Having a huge background in sales and marketing within the healthcare environment, he has spent over 30 years working with the EMEA regions.



### **RON VAN DER MEER** REGIONAL DIRECTOR OF ASIA PACIFIC AND AFRICA

Ron van der Meer is a cell biologist with over 10 years of experience in the pharmaceutical industry. He specialises in business development and regional commercial work globally.



**KARA DALY**  
**DIRECTOR OF REGULATORY AFFAIRS**

Kara Daly has gained 16 + years' experience within the pharmaceutical industry. She has worked on projects across small and large molecule drugs at varying stages in their development to commercial stage. Her experience also includes consumer to prescription regulatory classifications and regulatory remits spanning EU, US, Eastern Europe, Latin America and African regions. The majority of Kara's experience is based in Pharmaceutical Regulatory Affairs, however she has also worked in CMC, Pharmacovigilance, QA and on Medical Devices, Cosmetics and Nutraceuticals. Kara holds a BSc, Post Grad Dip Food Science and Technology, MBA and MSc (QP qualification).

**BARBARA LINDBERG**  
**MARKETING DIRECTOR**

Barbara Lindberg has extensive marketing experience in the healthcare industry (pharmaceuticals and medical devices). She started her career in Eli Lilly 1993 where she worked until 2002. There she held sales, marketing and PR positions. Later on she worked in multiple marketing roles, including International Product Management and Marketing Management in Akzo Nobel (Organon), Shire, Ireland and Abbott, Germany and Mallinckrodt, Ireland. Barbara is a qualified Medical Doctor and holds MBA from Warsaw School of Economics and University of Minnesota, Public Relations degree from University of Warsaw and Business and Executive Coaching from Ireland and Oxford University.





## Partnering

Ayrton Saunders is committed to improving existing products and bringing new and innovative products to the market.

We are continuously looking for opportunities to expand our diverse product and business portfolios through:

- **Targeted acquisitions**
- **Development collaborations**
- **Licensing arrangements**

We are constantly seeking new collaboration opportunities to leverage our capabilities in the field of developing and delivering highly differentiated inhaled and semi-solid products.

# OUR BUILDING BLOCKS.

**In the same way that chemical elements are the building blocks of the universe, 6 essential elements were identified within our strategic goals.**

Ayrton Saunders aims to transform into an entrepreneurial, high-performing organisation with the ability to support targeted growth opportunities by optimising the following building blocks of talent and culture, organisational excellence, compliance, financial health, new business development and customer focus.



## TALENT & CULTURE

We have a strong commitment to upskilling and strengthening everyone in the business to continuously create a positive and rewarding place to work with a strong culture of accountability and positivity - a place where every person counts.



## ORGANISATIONAL EXCELLENCE

We are making sure that every employee is clear on what a “good day” looks like and working together towards making the next day even better.



## COMPLIANCE

We know that quality compliance and a commitment to Right First Time (RFT) are key to delivering sustainable business growth, maintaining the current customer base and driving new business.



## FINANCIAL HEALTH

We are strongly committed to delivering and securing long term profitability and a sustainable cash-generative business.



## NEW BUSINESS DEVELOPMENT

We are building our specialty portfolio by in-licensing, acquisitions and product development. We believe we become the preferred choice in the market by placing our clients first.



## CUSTOMER FOCUS

We are continuously motivated by the drive to fulfil the ever-evolving needs of our patients and clients by: understanding the business and business needs of the customer, maintaining effective customer relations from each service program, helping the customer be successful and satisfying needs.

# PRODUCT PORTFOLIO.

Ayrton Saunders has received praise for continuously improving itself, its products and its dedication to being a modern, customer-focused company.

**Ayrton Saunders is committed to improving existing products and bringing new and innovative products to the market.**

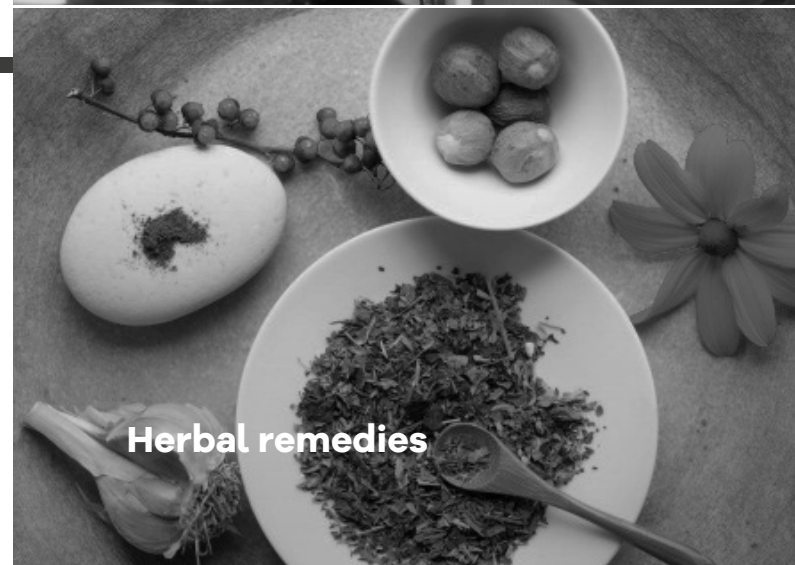
Ayrtons currently operates in the following pharmaceutical areas: speciality pharmaceuticals, consumer healthcare, herbal remedies (in cooperation with Ransom Naturals Ltd) and animal health.



**Speciality pharmaceuticals**



**Consumer healthcare**



**Herbal remedies**



**Animal health**



## Ayrtons Today

Ayrton Saunders is comprised of 3 essential companies:

1. **Ayrton Saunders:** Heritage and intellectual property portfolio
2. **Pharmasol Ltd:** Contract manufacturing and product development
3. **JM Loveridge:** Providing UK distribution service



**Ayrton  
Saunders**

**Pharmasol  
Ltd**

**J.M.  
Loveridge**



### GLYTRIN SPRAY AEROSOL

#### Active ingredient:

Glyceryl Trinitrate 400 micrograms per metered dose

#### Form

Metered dose oromucosal (sublingual) spray solution. Small aerosol canister

#### Indications

Treatment of acute angina pectoris. Prevention of inducible angina (e.g. physical effort, emotional stress, exposure to cold)



### SPRILON SPRAY

#### Active ingredients:

Zinc Oxide 12.5% w/w. Dimeticone 1.04% w/w

#### Form

Cutaneous spray

#### Indications

For the prevention and treatment of pressure sores, and skin damage from contact with body fluids e.g. around the perineum, fistulae, colostomies, ileostomies and eczematous area etc. Protection and treatment of fissures, leg ulcers. Protection of skin beneath plaster casts



### BETADINE DRY POWDER SPRAY

#### Active ingredient:

Povidone iodine 2.5% w/w

#### Form

Pressurised aerosol spray

#### Indications

Treatment and prevention of infection in wounds including ulcers, burns, cuts and other minor injuries

*Non-promotional information. For information purposes only. Indications as per the approved UK SPC.*

# GLOBAL DISTRIBUTION.

In 2015 Ayrtons produced different drugs for partners in countries all over the world.

- |              |                   |               |                 |               |
|--------------|-------------------|---------------|-----------------|---------------|
| 1. Canada    | 7. Cyprus         | 13. Germany   | 19. Italy       | 25. Romania   |
| 2. Albania   | 8. Czech Republic | 14. Greece    | 20. Latvia      | 26. Singapore |
| 3. Australia | 9. Denmark        | 15. Hong Kong | 21. Lithuania   | 27. Slovenia  |
| 4. Austria   | 10. Estonia       | 16. Iran      | 22. New Zealand | 28. Sweden    |
| 5. Bulgaria  | 11. Finland       | 17. Iraq      | 23. Norway      | 29. UK        |
| 6. Croatia   | 12. France        | 18. Ireland   | 24. Poland      |               |

