

Olpha — B2B Branding Activity

White Label

Olpha Within Reach



Situation

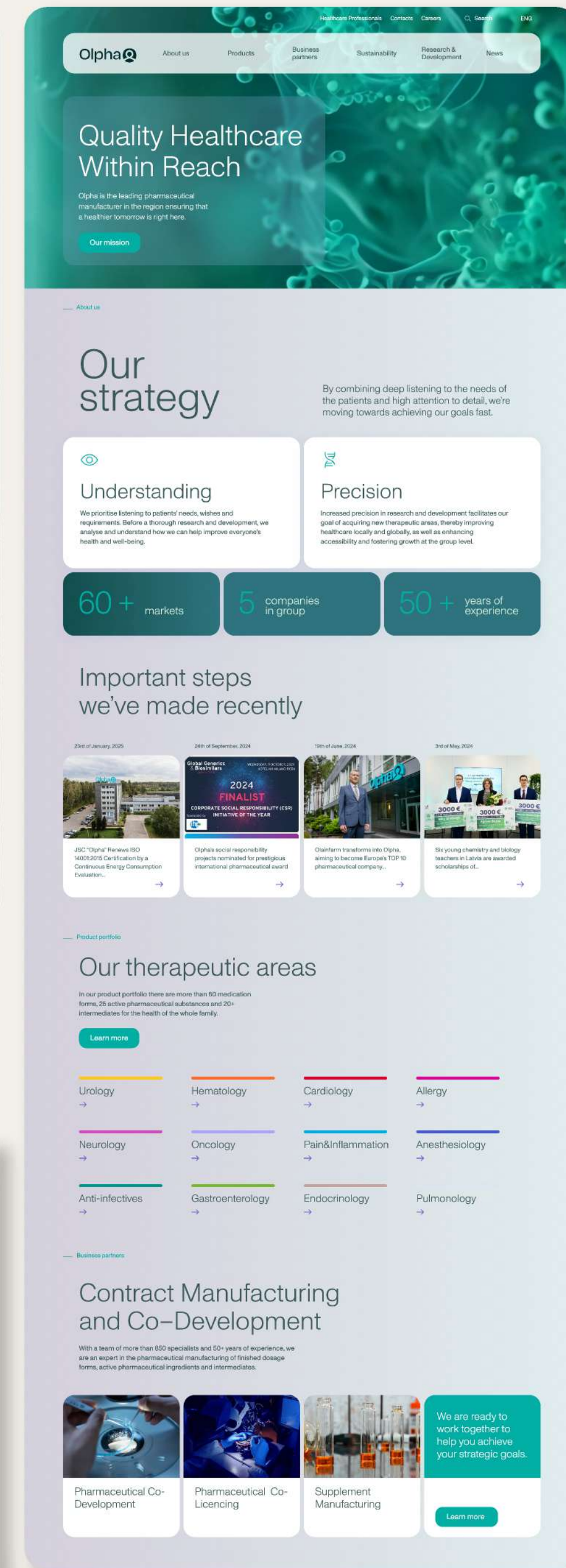
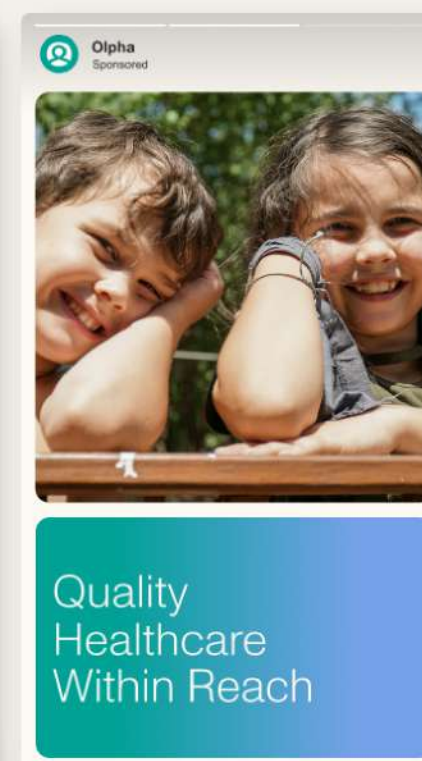
For over 50 years, Olainfarm was a trusted pharmaceutical leader in Eastern Europe. However, as it had set the goal to expand in the West, the company faced a major challenge—its name and positioning did not resonate with international audiences, it created unintended associations with agriculture rather than pharmaceuticals, making it difficult to establish credibility in new markets.

Concept

A new name was introduced – it blended heritage, leadership, and industry expertise, drawing from “Olaïne” (its roots), the Greek letter “Alpha” (symbolising leadership), and “Pharma” (representing its field of expertise). At its core, Olpha introduced a people-first philosophy—Within Reach. The human-centric approach was infused throughout the brand communication across all mediums. The visual identity was built using the principles of clarity, ease of use and distinctiveness—colourful bento boxes in combination with gradients helps to build materials in a unified way and strongly communicate the brand message across all touchpoints—from product packaging to digital experiences.

Result

The rebrand sparked strong internal engagement, with employees feeling more connected to the company's vision. The clearly defined brand identity and USPs made it easier for the sales team to leverage materials and sales efforts effectively. At B2B exhibitions, the new positioning led to higher engagement with potential business partners, reinforcing Olpha's credibility in international markets.



Within Reach

At Olpha, we are on a mission to make quality healthcare accessible to as many people as possible by expanding our product portfolio and entering new markets.

Olpha aspires to be ranked among TOP 10 European pharmaceutical companies in our therapeutic groups

Our Business

We provide

Research

- Modern quality control and research laboratories
- Product formulation development
- Intermediates and APIs development



Manufacturing

- Scale up, contract manufacturing, and batch release:
- Powder in sachets
 - Tablets
 - Capsules



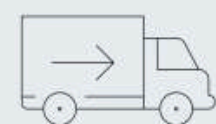
Packaging

- Blisters, sachets & jars
- Labelling



Distribution

- Logistics
- Pharmacy chains
- Wholesalers



Olpha Group

Phytopharmaceuticals:

www.silvanols.com info@silvanols.lv



Elastic medical products:

www.tonuselast.com info@tonus.lv



Herbal medicinal products:

www.rff.lv rff@rff.lv



Food supplements:

www.jonax.lv info@jonax.lv



Get in Touch with Us

Olpha
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www.olpha.eu



EU GMP:

Compliant for
APIs and FDFs

AAE Manufacturing
Site Registration
Certificate

U.S. FDA GMP:

Certified for
selected APIs

ISO 14001:2015:
Environmental
responsibility

Australian TGA:

Certified for FDFs

ISO/IEC
17025:2017:
Laboratory
excellence

Turkey GMP:

Certified for FDFs

Japanese PMDA
GMP:
Certified for
selected APIs

Quality Healthcare Within Reach

Olpha is leading pharmaceutical manufacturer in the Baltic region with more than 50 years of experience, providing medications in therapeutic areas such as neurology, cardiology, urology, diabetes treatment and others.

We have representative offices in over 20 countries, with headquarters in Latvia.

Olpha

B2B Leaflet

by White Label

Outstanding pharmaceutical know-how to bring excellence in manufacturing

The pharmaceutical knowledge and expertise that makes us specialists and trusted partners in industry.

Offering a wide spectrum of manufacturing



Formulation development and optimisation (for tablets, capsules, sachets)

Production of scalable series, i.e. from pilot series to validation series



Execution of drug and excipient compatibility studies



Delivery of the developed technology to production

The highlights of our production achievements

24/7

Full cycle production

>1bn

Production capacity for tablets and capsules

60+

Export markets

Therapeutic groups

Neurology

Anti-infective

Urology

Anti-diabetic

Pain & Inflammation

Endocrinology

Cardiology

Allergy

Oncology

Gastroenterology

Anesthesiology

Pulmonology

Our product portfolio is always evolving

50+

New medications approved for expanding the product portfolio

30+

New medications under registration in EU markets

60+

Finished dosage forms

20+

Intermediates

25+

Active pharmaceutical ingredients

The key APIs

Amantadine HCl
Memantine HCl
Rimantadine HCl
Chlorobutanol Hemihydrate
Nitrofurantoin Monohydrate
Vildagliptin
Furazidin (Furagin) (ASMF available)

The key intermediates

1,3-Dimethyladamantane
1-Chloro-3,5-dimethyladamantane
R-3-Quinuclidinol
3-Quinuclidinol
S-3-Aminoquinuclidine dihydrochloride
3-Quinuclidinone HCl
2-Adamantanone
1-Hydroxy-3,5-dimethyladamantane



Our prioritized export regions:

The Baltics

Czech Republic

Poland

Slovakia

Germany

Italy

Spain

France

United Kingdom

Canada

USA

and others

B2B Leaflet

by White Label

[About us](#)[Products](#)[Business
partners](#)[Sustainability](#)[Research &
Development](#)[News](#)

Quality Healthcare Within Reach

Alpha is the leading pharmaceutical manufacturer in the region ensuring that a healthier tomorrow is right here.

[Our mission](#)

Veselīgāka dzīve
ir tuvāk,
nekā Tu domā!



Olpha  Tev Tuvāk

Olpha  Tev Tuvāk



Tuvāk pacientiem,
tālāk medicīnā!

Tev priekšā vesels
piedzīvojums!



Olpha  Tev Tuvāk

Results

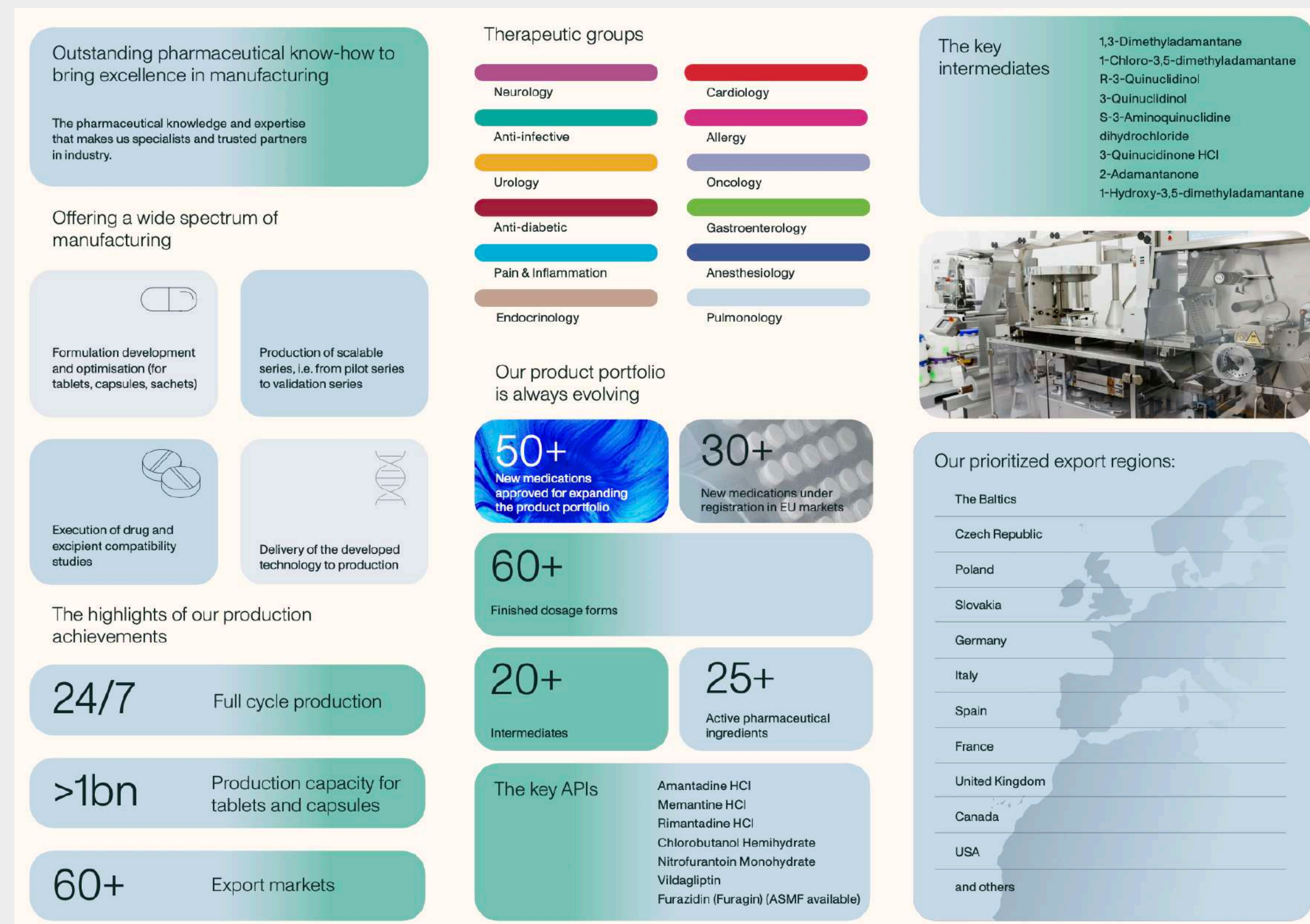
Company—has success with the existing and potential B2B partners.



Let's meet at CPHI Milan
Hall 16, Booth 50



Results



Sales brochure example

Sales team—
more effective
with defined
USPs and clear
visual guidelines.

Results

Employees—
more connected
to the company's
vision.



WHITE LABEL