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# The AccelTRA<sup>®</sup> Program—Helping Our Global Generics Customers Platform On A High-Performing Elastomer Formula



With the steady rise of FDA Abbreviated New Drug Applications (ANDAs) approvals and continued generic competition and global pricing pressures, speed to market and frequent evaluation of go-to-market strategies are imperative to generic drug manufacturers.

Go-to-market strategies may include a greater mix of generic drug products to balance manufacturers' overall product portfolios. Some strategic approaches may include the launch of branded generics, submission of 505(b)(2) filings in the US or evaluation of the regional/global footprint to diversify the inherent risk in their product portfolios. No matter which strategic approach is employed by a generic drug manufacturer, controlling costs is paramount to the strategy.

Speed to market is also important for generic drug manufacturers who may hold a number of ANDAs and need to move quickly to produce different products in their portfolios. This need to move quickly can be driven by market conditions such as drug shortages that require an immediate response. West's AccelTRA<sup>®</sup> component program recognizes the needs of generic drug manufacturers by providing a robust, efficient platform of components that are compatible with a broad variety of generic drug molecules and chemicals. The program enables generic drug manufacturers the possibility of offering delivery options and packaging for a variety of molecules leveraging a single formula platform. With AccelTRA, West has built a



program that offers a high-performing, quality elastomer formula that leverages the company’s 95 years of industry expertise. In addition to offering optimized lead times to help customers speed their products to the market quickly, AccelTRA components also aid in simplicity by allowing customers to standardize on one elastomer formula platform that has global compendial compliance to help lower their inventory costs.

This year, West enhanced the program further with the addition of plungers to the AccelTRA *Select* product line. Additionally, West also launched the new AccelTRA *RTS/RTU* product line for non-North American customers who have a premium domestic need that requires a high-performing elastomer with commercial quantity lead times of 6 weeks. The full repertoire of Ready-to-Sterilize (RTS) configurations will be available in Q1-2020, while the Ready-to-Use (RTU) gamma irradiated elastomer configurations are expected to launch in Q2-2020.

The AccelTRA component program also offers customers excellent technical and regulatory service support to work through issues and help move their products to market quickly. This is what the AccelTRA program offers customers today – a high-performing quality product that leverages West’s expertise, with optimized lead times to help customers speed products to the market, with added simplicity to assist in getting needed therapies to market safely and efficiently for patients.

To learn more about how AccelTRA components can help your company get products to market faster, please contact a West account manager or visit [www.westpharma.com/AccelTRA](http://www.westpharma.com/AccelTRA) to download relevant information and order samples.

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