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**Home**  
**Resources**  
**Resource Center**



# Building Relationships with Life Sciences Companies Through External Manufacturing Orchestration



In this fireside chat from FutureLink Boston 2024, Nutra-Med Packaging CEO Kunal Gupta discusses the importance of supply chain digitalization for managing relationships with life sciences customers. He explores the value of **TraceLink MINT** for providing opportunities to improve the visibility, collaboration, and performance across external manufacturing and packaging relationships, and the steps that both CMOs, packagers, and their life sciences customers can take to build a win-win partnership. Watch the video to learn more!

### **Video Highlights:**

**00:24** - How Nutra-Med Packaging evolved since its inception to the company it is today

**02:22** - Why relationships with life sciences customers are critical to Nutra-Med Packaging's success

**03:58** - How DSCSA has shifted the way that Nutra-Med Packaging handles its customers requirements

**05:14** - Why digitalization is Nutra-Med Packaging's greatest asset for improving customer service

**08:29** - Why a platform approach is necessary for scaling contract manufacturing and packaging operations

**10:49** - Why digitalizing and automating POs is key to accelerating response times

**12:15** - How manual entry of POs impacts lead time and customer service

**12:57** - How digitalization enables project managers to spend less time on the phone with customers and more time on value-added activities

**14:29** - Why transparency is vital for creating a win-win relationship with customers

**16:01** - How Nutra-Med Packaging plans to capitalize on other digitalization opportunities

**19:00** - What steps other companies can take to ensure the success of their supply chain digitalization journey

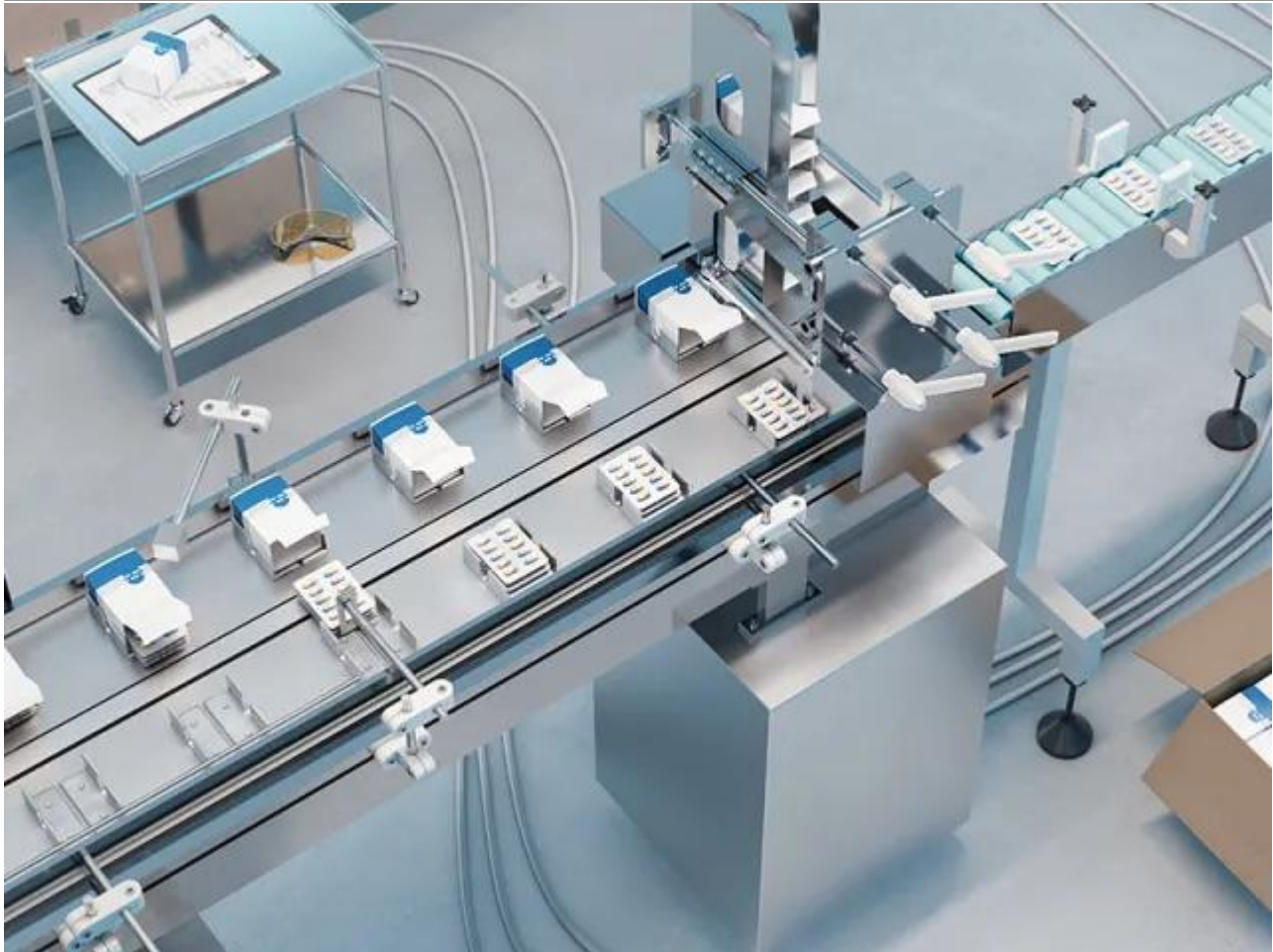
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**VideoMINT for External Manufacturing, Multienterprise Information Network Tower (MINT)**

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### **Nutra-Med Packaging Digitalizes its Supply Chain with TraceLink MINT**

The CEO of Nutra-Med Packaging explains why he chose TraceLink MINT for real-time digital integration and transaction exchange with supply chain partners. Watch the video!

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