

GLOBAL AMBASSADOR CASE STUDY

BIOVOX



BIOVOX

JOIN US AND BECOME A

Pharmapack Global Ambassador

Become a trusted industry voice in the international pharma community as a CPHI Global Ambassador.

The program was set up to showcase the work of our most dedicated exhibitors from around the world – organisations of any size who have participated in any of our worldwide events.

We're thrilled to announce that our newest CPHI Global Ambassador is BIOVOX. We spoke with Julian Lotz, the company's co-founder and CEO, to learn more about BIOVOX, what brought them to their first CPHI show, and the impact that exhibiting with us has had on their journey.



Julian Lotz

co-founder and CEO
BIOVOX



INTRODUCING

Biovox

Founded in 2021, **BIOVOX** is a supplier of renewable medical grade plastics, with a focus on bioplastics for pharma packaging and drug delivery devices.

The key word here is “renewable”, with the company working on a range of biobased or recycled plastics solutions to not only improve sustainability, but safety for the end-user and the overall integrity of the products themselves.

With the aim of “enabling a truly sustainable circular economy in the healthcare sector,” BIOVOX have quickly developed a 13-strong team of experts, operating from a technical centre with in-house laboratory capabilities. What the company needed next was the right platform to spread the word to the rest of the industry...

“Our main goal is to offer materials that are compliant for the next decades regarding critical substances, patient safety and sustainability...”



STATS



Founded:
2021



Location:
Hessen, Germany



Size:
13 staff



Field:
Medical grade
plastics, specialising
in bioplastics



Website:
www.biovox.systems



QUVARA'S ROAD TO CPHI

Why CPHI?

"The hours I had at Pharmapack were packed with good conversations and introductions to interesting people."



BIOVOX came to Pharmapack in 2022 via word of mouth, having been asked by a customer if they would be attending. The following January, Lotz made his way to Paris to attend the show as a visitor and "despite some strikes and train chaos," his first impressions of the event were positive.

The scale of Pharmapack gave him the sense that "'the right audience' was there in regards to our target customers," making it an easy decision to return to the show as an exhibitor the following year. As of 2026, BIOVOX have exhibited at two editions of Pharmapack as well as attending CPHI Frankfurt, with plans to visit CPHI Milan this October.

THE CPHI EXPERIENCE

"Intense" is the word Lotz uses to describe his first time exhibiting at Pharmapack's Startup Zone, with an overwhelmingly positive tone. "There were a lot of conversations in the two days," he explains. "But the quality of the interaction was very high." The co-founder

still marvels at the efficiency of the event ("In 2026, I had absolutely no time for a pause!"), considering Pharmapack as a benchmark of "best practice" that other shows of its kind could follow.

Lotz is particularly effusive about the opportunities for networking at the show, especially as BIOVOX have returned to Pharmapack in subsequent years. "Being a relatively young company, it's still very cool if someone comes to the booth or stops me walking through the hall, and they already know BIOVOX even though we've never met before." He notes that these conversations will often continue off the show floor, "whether you are queuing together by chance for the cloakroom, or in the Metro going back to the hotel," showing just how deep the connections made at Pharmapack can go.



AFTER THE SHOW

Biovox in their own words:

“It’s one of the major shows for this part of the healthcare industry. Expect to have good conversations, to learn a lot, and if your product is relevant, you will also create interest in your solutions.”



HIGHLIGHTS

Having based themselves in the Startup Zone for their first Pharmapack as exhibitors, BIOVOX have gone from strength to strength with each successive show they attend. A biobased, sustainability-recognised product, supplying the raw materials for Elm-Plastic’s dosing pipette, which was named a finalist in the Pharmapack Awards.

Lotz notes that not only does the company appreciate the visibility they are offered by the show, but that it encouraged them to take their participation further with a 2026 presentation at our Sustainability Theatre entitled ‘Trash Talk: How End-of-Life Realities Drive Polymer Selection in Drug Delivery & Packaging.’ What matters, he goes on, is “those meaningful interactions that are centred around knowledge,” which provide an organic way for exhibitors and attendees alike to connect.

When asked whether they would recommend Pharmapack to other companies, the CEO offers an unambiguous “Definitely,” adding that Pharmapack is “one of the major shows for this part of the healthcare industry” which has helped BIOVOX gain a large number of leads and contacts. Lotz is also realistic about industry timelines (“Of course, all projects in pharma take forever to be realised...”), but observes that the contacts made at Pharmapack have the potential to create valuable new partnerships which truly flourish a few years down the line.

As for where BIOVOX goes next, Lotz tells us that the company is “working hard to bring more of our customer’s products with our materials in them into series production,” including collaborations with other Pharmapack exhibitors. With more clarity and optimism around their portfolio than ever, you can be sure to look out for BIOVOX’s presence at our shows for years to come.



Do you want results like this?

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