osapiens®

Scaling with Confidence:

How Helwit Manages Tobacco Track & Trace with the osapiens HUB

HELWIT

Company:

🛍 **Nicotine Products**

👥 **>20 employees**

osapiens Solution:

osapiens HUB for Track & Trace (TPD)

Results:

	Established Track & Trace processes

	Improved handling of regulatory requirements

	Increased transparency in operational processes when scaling up production

	A stable foundation for the expected changes to TPD III regulations in 2026

By working with osapiens, regulatory compliance became a manageable and scalable component of Helwit's growth strategy.

one platform for
sustainable growth

Find out more about the cooperation between Helwit and osapiens. »

"What mattered most to us was **osapiens** deep **expertise in Tobacco Track & Trace** and their ongoing support beyond the software itself."

HELWIT

TOBIAS BJÖRNESKOG
CO-FOUNDER AT YOIK GROUP AB (HELWIT)

About Helwit

Launched in January 2021, Helwit is a premium nicotine pouch brand originating from southern Sweden. The company was founded by three entrepreneurs with the ambition to challenge established nicotine brands through a strong brand identity and product innovation.

Helwit identified a gap in the market for nicotine pouches that combine a distinct and personal brand identity with innovative product characteristics, such as differentiated flavor release and moisture systems. A strong focus on customer engagement and brand community has been central to the brand from the beginning.

Today, Helwit operates primarily in Sweden, the United Kingdom, and Norway, with additional export activities

Company Growth and Development

After starting on a small scale, Helwit experienced rapid growth from mid-2021 onwards. This phase was marked by the expansion of the team as well as significant investments in production capabilities, including updates to machinery and manufacturing processes often referred to internally as "Helwit 2.0". As production volumes increased, the company continued to scale its manufacturing infrastructure to support further growth.

Why the osapiens HUB?

The decision by Helwit to choose the osapiens HUB is based on several factors:

▶ **Proven Track & Trace Expertise:** As the market leader in regulated supply chains, osapiens brings extensive practical knowledge

▶ **Industry Know-How:** Deep understanding of the specific requirements of the snus and nicotine pouch industry

▶ **Shared Vision for the Future:** A collaborative approach to preparing for upcoming regulatory requirements

▶ **Effortless Integration:** Seamless embedding into existing production workflows

osapiens supported Helwit particularly during early implementations, for example in the Norwegian market, where volumes were initially lower and processes could be established step by step.

Compliance Challenges

With international expansion, compliance requirements became increasingly complex. In particular, the obligations arising from the EU Track & Trace Regulation and the Tobacco Products Directive (TPD) presented many challenges for a rapidly growing company. Entry into the Norwegian market requires compliance with EU traceability regulations, as local regulations mandate the addition of tobacco to the products. This resulted in the introduction of various additional processes, including:

▶ extensive documentation and reporting requirements

▶ the need for specialized expertise that is difficult to build internally

▶ increased operational effort across production and compliance processes

For young companies, Track & Trace can therefore represent a significant barrier to growth, especially when dedicated internal compliance resources are limited.

osapiens HUB for Track & Trace (TPD)

With the osapiens HUB, Helwit implemented a centralized solution to support compliance-related processes in the context of EU Track & Trace requirements, TPD-related obligations and integration into factory and production workflows. The solution was introduced gradually, allowing Helwit to adapt internal processes and build experience before scaling to higher volumes.

Before

After

osapiens

osapiens – one platform for sustainable growth

osapiens develops cloud-based software solutions that empower companies to drive sustainable growth across their entire value chain. With powerful data integration and real-time analytics, osapiens supports companies to consolidate, interpret and act on complex operational data and sustainability metrics.

The osapiens HUB – a scalable, AI-powered platform – combines over 25 solutions to enhance operational efficiency and sustainability in two core areas: **Transparency solutions** enable companies to map and monitor their entire value chain to mitigate supply chain risks and comply with regulatory requirements such as EUDR, CSRD and CSDDD. **Efficiency solutions** facilitate operational excellence by streamlining maintenance processes, optimizing asset performance, and enabling efficient planning, scheduling, and field service operations.

Headquartered in Mannheim, Germany, osapiens works with an international team of over 500 employees to support more than 2,500 customers worldwide.

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