

# Press release

15.04.2020

## More attractive at the point of sale

Faller Packaging offers numerous ways to enhance the appearance of pharmaceutical packaging

**Packaging has a strong influence on customers' purchasing decisions, and that's especially true for over-the-counter pharmaceutical products. Faller Packaging offers a wide range of ways to enhance the look and feel of folding cartons to make them more attractive at the point of sale.**

Packaging doesn't just protect a product, it is an important means of communicating information to customers and creating an impression of value. For many people, packages with elegant and attractive designs are a sign of high product quality – and thus a reason to select an item from a shelf full of competing products even if it costs more. The design of folding cartons is therefore gaining increasing importance in the pharmaceutical and healthcare industries, especially for products that can be sold over the counter (OTC).

### Special finishes, special-effect inks and embossing

Faller Packaging, which specialises in the manufacture of packaging for pharmaceutical products, offers its customers a wide range of enhancements for folding cartons. It enables manufacturers of pharmaceutical and healthcare products to give their packages a special look and feel so that they can draw attention to their brands and stand out from the competition. The options include high-gloss surfaces with dispersion or UV varnishes, matt-gloss effects, special contrasts, brilliant special-effect inks and embossing. Finishes can also make packages more durable and resistant to wear from external influences.

These various techniques can also be combined in countless ways to achieve customised results. As a special supplier to the pharmaceutical and healthcare industries, Faller Packaging manufactures all of its products according to the standards in this sector and subjects them to thorough quality checks. In this way its packaging solutions meet strict industry requirements. Faller also attaches particular importance to the responsible use of resources. It uses natural raw materials like paper and cardboard, conserves energy and limits its CO<sub>2</sub> emissions.

The company has put together a practical sample brochure that shows its wide range of finishes for pharmaceutical packages. Customers can examine, feel and compare a variety of varnishes, inks and embossing types, enabling them to select the enhancement that best suits their needs. The sample brochure can be ordered free of charge at <https://www.faller-packaging.com/en/solutions/function/finishing/high-end-finishing.html>.

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**Meta-title**

Finishings for folding cartons: Faller Packaging offers a wide selection

**Meta-description**

Faller Packaging offers a wide range of ways to increase the attractiveness of OTC products at the point of sale.

**Keywords**

Faller Packaging, pharmaceutical packaging, folding cartons, finishes, OTC products, point of sale, embossing, varnish, inks, effect, appearance, feel, sample brochure

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Overview of photos

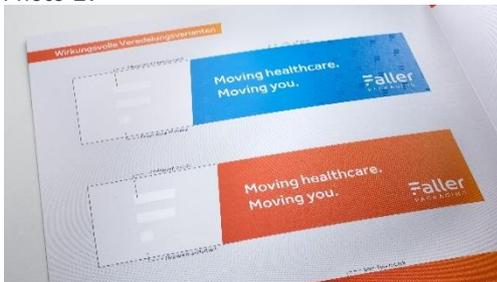
Photos: August Faller GmbH & Co.KG

Photo 1:



Attractive packaging has a strong influence on customers' purchasing decisions, especially when it comes to over-the-counter pharmaceutical products.

Photo 2:



The most popular finishing techniques include high-gloss surfaces, matt-gloss effects, special contrasts, brilliant special-effect inks and embossing.

Photo 3:



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Faller Packaging has put together a practical sample brochure that shows its wide range of finishings for pharmaceutical packages.

### **About Faller Packaging**

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark, Łódź in Poland and Debrecen in Hungary. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In collaboration with the Irish company Perigord Premedia Ltd., Faller has set up a "Global Centre of Packaging Excellence" for artwork management, print consultancy and coordination. In total, August Faller GmbH & Co. KG has more than 1,300 employees.