

PRESS RELEASE

More communication space on round containers

Additional space for pharmaceutical information: August Faller expands its product range with the addition of a booklet wrap-around label

November 2018, Waldkirch. Pharma packs are now used to communicate much more than just product information. Nowadays, pharmaceutical manufacturers want to use the packaging to provide details of clinical studies, descriptions in numerous languages and information regarding correct usage. In order to provide them with additional space for this purpose, the August Faller Group has expanded its already extensive portfolio to include a new product: the new multi-page booklet wrap-around label for round containers.

It is useful for doctors, chemists and patients when pharmaceutical and healthcare product packaging contains important information. This can range from descriptions in multiple languages to details of clinical studies and marketing campaigns that offer a purchase incentive for non-prescription products. The direct communication space provided on small bottles and jars is usually very limited. The August Faller Group's new multi-page booklet wrap-around label significantly increases the space available to pharmaceutical manufacturers. The major benefit here is that the information is directly applied to the primary packaging or container – so it is always at hand.

Wide-ranging possibilities, attractive appearance

The packaging specialist is able to produce this combination of label and package insert with anywhere from two to 32 pages, according to customer needs. It is enclosed in transparent foil, which protects the label while at the same time giving it a high-quality look. What is more, it is possible to apply Braille to the top surface. The basic label itself is also made of a PP foil, in this case with a white finish. 90 g/m² coated paper is used for the

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booklet. Variable data, such as a 2D data matrix code can also be printed on request.

Flexible to apply, easy to open

The pharmaceutical expert also offers its customers attractive solutions for the booklet wrap label in terms of application and opening options. It can be applied to round containers both as a permanent attachment and in detachable form. If parts of the label are relevant to the patient file, these can be made removable. In all types, an opening tab and a shortened base label ensure that users of all ages can access the information conveniently.

For round containers made of glass and plastic

In order to ensure that both small-scale and large-scale manufacturers in the pharmaceutical and healthcare industry can benefit from the new solution, the label can be applied manually or by machine to glass or plastic containers. Mechanical application involves the label being affixed directly off the roll with the spine first.

Given the relevance of expanded communication space and the wide range of pharma packs that Faller offers its customers, the packaging specialist has compiled a white paper on the subject. This is available to anyone interested and can be downloaded from the website at: www.august-faller.com > Unternehmen > Downloads > Produkte & Lösungen.

The booklet wrap-around label at a glance

- Attractive solution for more communication space on round containers
- Two to 32 pages as required
- Detachable parts can be included
- Easy to open and re-close
- Variable data available on request

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Meta-Title: August Faller expands its product range to include a booklet wrap-around label for even more wide-ranging information possibilities.

Meta description: Faller's new pharmaceutical label offers sufficient space for communicating clinical studies, descriptions in multiple languages and information on correct usage.

Keywords: August Faller packaging pharma medication drugs clinical study promotion round container wrap-around labels package insert multilingual Braille 2D data matrix code.

Length of text: approx. 3849 characters (with blank spaces) / approx. 597 words

Further information available at: www.august-faller.com

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Image overview:

Photo: August Faller GmbH & Co.KG



Photo 1: The August Faller Group has expanded its product range to include a booklet wrap-around label for even more wide-ranging information possibilities.

**About August Faller Group:**

The August Faller Group is one of the leading manufacturers and solution provider of secondary pharmaceutical packaging such as folding cartons, leaflets, labels and combination products. For already 25 years, August Faller has continuously expanded its expertise in the pharmaceutical market. On this basis, innovation and development are consistently focused on customer-specific solutions and patient-friendly products.

The company is one of the first manufacturers to provide product development tailored to the individual customer as a separate service. In terms of pharmaceutical and health care packaging, Faller offers solutions such as serialisation, supply chain management and packaging services.

The services of the subsidiary August Faller Artwork Solutions GmbH are available to customers for artwork management, printing consulting and coordination.

The company group operates in an economical and ecologically sustainable manner and August Faller GmbH & Co.KG has been FSC®- certified since 2011. August Faller GmbH & Co.KG was founded in 1882. At its headquarters in Waldkirch, Germany, and at its other German sites in Binzen, Großbeeren and Schopfheim, as well as in Hvidovre, Denmark, and Łódź, Poland, the company currently has around 1,200 employees.

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