

PRESS RELEASE

Information carrier integrated into packaging

Intelligent packaging solutions for patient cards from August Faller

Waldkirch. Patient Alert Cards, Medical Alert Cards, organ donation or implant ID cards – portable cards integrated into drug packaging are becoming increasingly important and more and more relevant for patients. The August Faller Group already provides versatile packaging solutions for this sector and now presents its latest developments to the industry. This includes individual cards made of durable DryPeel material, affixing a drug or patient card at the top of a package as a “flag” or a folded, six-sided card that is integrated directly into the folding carton design. All solutions can be easily integrated into existing packaging processes at pharmaceutical manufacturers, thus ensuring effective production in mechanised production and packaging processes.

Folding cartons for medicines can be enhanced by a variety of different information media which at times may contain life-saving information. Besides Patient Alert Cards, these include Medical Alert Cards or organ donation cards/implant identification, to which patients are entitled since October 2015 under the Medical Devices Ordinance.

These information carriers give treating facilities and physicians all the drug-related information necessary to be able to act quickly in critical situations and save lives in an emergency. They also contribute to better patient adherence to therapy.

August Faller offers numerous solutions to meet the requirements regarding additional patient information, even where space is limited. The pharmaceutical specialist produces folding cartons so that they combine or integrate patient cards, drug cards or other information media – whether an individual patient card made of DryPeel material, laminated single and

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separable multipage cards attached inside or on the carton exterior as flaps or integrated into the carton, or even labelled or banded combinations of patient card and leaflets.

Patient card as folded, six-sided flap

Among Faller's new products is a version of the Patient Alert Card in the form of a six-sided flap integrated directly into the interior side of the folding carton. A perforation permits easy removal of the card. The six-sided card is serialisable and can be customised by imprinting personal data. In addition, it can easily be labelled manually using a pen to enter at times life-saving information. The card's integration into the folding carton makes it easy to use with mechanical packaging on the pharmacist's packaging line.

Patient Alert Card as flag solution

One of the newest products from August Faller is a patient card on the outside of the packaging which can be detached as a "flag". This laminated paper or cardboard card is affixed to the folding carton with a laminate surface covering. PP film is used as the standard adhesive material and increases the durability and life of the card. A perforation at the junction of the label bond to the folding carton permits the patient to easily tear off the card.

Since the laminated product can be applied to existing folding carton designs, which in turn means that no change to the artwork of the existing packaging is necessary, the "flag" is also ideal for use in marketing efforts, e.g. in sweepstakes.

DryPeel material for easy handling

In the case of a Patient Alert Card made from DryPeel material, a label, or in this case a patient card, is detached from the carrier with no residue and can e.g. be placed in a wallet.

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Capable of being printed in several colours on both sides, the DryPeel-based cards consist of a paper card which is varnishable or which is coated with a durable foil, or are entirely made of plastic, depending on the particular design.

As a packaging specialist for the pharmaceutical and healthcare industry, August Faller GmbH & Co. KG understands the requirements imposed on products in this sector and offers solutions for information media such as Patient Alert Cards and the integration of additional patient information, regardless of the individual requirement. These solutions additionally consistently focus on simple machine dispensing of the combination of carton and information medium at the pharmacist.

In a recent White Paper that can be found on its homepage www.august-faller.com, the Waldkirch-based company details its customised and new packaging solutions for patient cards and presents various possible combinations and packaging features intended to hold additional patient information.

Additional information may be found at www.august-faller.com/patientenkarten.

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Image overview:

All photos: August Faller GmbH & Co.KG

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With the Patient Alert Card made from DryPeel material, a label or patient card can be detached from the carrier without leaving a residue. Capable of being printed with multiple colours on both sides as well as manually written on, the information carrier often contains life-saving information.

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New flag solution: a detachable patient card made of paper or cardboard and located on the outside as a "flag" is attached to the folding carton with the help of a transparent laminate.

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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 1,180 employees.

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