

## PRESS RELEASE:

### Focus on patient communication and serialisation

*August Faller at Pharmapack 2016, Hall 5.2, Stand 307*

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**Waldkirch.** With the possibilities of interactive packaging solutions for patient communication and the serialisation of folding cartons and labels in accordance with the delegated EU legislative acts, the trade fair appearance of August Faller Group at Pharmapack in Paris is focusing on two hot topics. At the trade fair in Hall 5.2, Stand 307, the secondary packaging specialist for the pharmaceutical and healthcare industry is presenting different solutions for these issues.

#### **Innovative patient communication with interactive packaging**

Pharmaceutical secondary packaging offers many possibilities for supporting patient communication. For example, built-in screens can be used to watch videos on the proper intake or use of the medications. Likewise, language modules that read important content on medication intake can be integrated into the package and NFC technology (RFID-based near field communication) can be used to establish a direct connection to explanatory content on the Internet. August Faller is presenting these and other modern interactive packaging applications at Pharmapack.

#### **Serialisation ensures security**

The implementation of the EU directive 2011/62/EU against counterfeiting (Falsified Medicines Directive - FMD) expected for the first quarter 2016 with the publication of the so-called delegated legislative act, presents pharmaceutical manufacturers with new challenges.

In future all prescription drugs must be provided with a security feature which allows wholesalers and pharmacies to verify the authenticity of the product. The delegated legislative act calls, among other things, for unique features and technical specifications for verifying the authenticity of medicinal products and identifying individual packages in the form of a 2D barcode. August Faller Group showcases its extensive service and efficient solutions for the serialisation of folding cartons or labels at Pharmapack using 2D data matrix codes, the China code (128C bar code), QR codes, bar codes or other serial or randomised alphanumeric sequences. The pharmaceutical packaging specialist also answers questions about appropriate raw materials and possible printing technologies.

*Text length in English approx.: 2,256 characters (including spaces)  
/ approx.: 319 words.*

For more information: [www.august-faller.com](http://www.august-faller.com)

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### Image overview:

Photo: August Faller KG



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An integrated screen allows the patient to be provided with information to support him/her in taking the medicine.

Photo: August Faller KG



The serialisation of pharmaceutical packaging is a key issue for August Faller at Pharmapack 2016, Stand 307 and Hall 5.2.

**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 company group operates in an economical and ecologically sustainable manner and August Faller KG has been FSC®- certified since 2011. August Faller 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 1,150 employees.

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