

PRESS RELEASE

WorldStar Award 2016: August Faller impresses expert jury with "Hanger Info Label"

Practical and reliable solution for hanging infusions

May 2016. Waldkirch/Budapest. Complete and uniform emptying, good documentation, sufficient space for work instructions in different languages, quick, hygienic and easy to use – the "Hanger Info Label" from August Faller GmbH & Co. KG meets all the requirements that are important for treatment in hospital intensive care units. The jury of WorldStar Awards 2016 was of the same opinion and gave the product an award. The solution provider for pharmaceutical secondary packaging beat a total of 293 entries from 35 countries with their "Hanger Info Label". The award ceremony took place in Budapest, Hungary on 26 May 2016.

A versatile product becomes the jury's favourite

Last October, representatives from 19 different organisations in the packaging industry and members of the World Packaging Organisation (WPO) chose the winners of this year's WorldStar Award in Mumbai, India. Among those selected were: The "Hanger Info Label" from August Faller, which has already been awarded the German Packaging Award in 2014.

Inspired by practical experience

The solution from Faller allows infusions to be attached in a vertical position. For this, part of the tear-resistant foil label is simply peeled off. The result is a loop which is firmly secured to the bottle with a special adhesive. When twisted, the loop ensures a vertical position resulting in complete and uniform draining of the bottle. Previous labelling solutions where the infusion was hanging at a 15 degree angle were unable to offer this important safety aspect. "We have conducted a survey among intensive care nurses in several hospitals. Inserting infusion bottles into a metal holding frame was considered to be too time-consuming and the metal holders also have to be regularly disinfected," says Frank Ehling,

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label developer at Faller Research and Development in Schopfheim and inventor of the Hanger Info Label. "The Hanger Info Label facilitates the work in the ICU."

Faller simplifies documentation

Until now, the administered infusions had to be entered manually into the patient records – which creates extra work and an unnecessary source of error – with the "Hanger Info Label", part of the label can be peeled off and stuck into the patient's file. "After the first hospital had used the product, we received very positive feedback from the nursing staff who felt that it had reduced their workload," says Ehling. "We have already patented the twist technology for vertical suspension." But that's not all: The idea of attaching a multi-page information brochure, which, thanks to a special adhesive, can be read repeatedly and firmly re-attached to the bottle, has also attracted positive feedback. "Safety precautions and instructions for use in up to four different languages have to fit on the adhesive labels as a rule. That's a challenge the Hanger Info label meets extremely well," says Ehling, identifying another benefit of the award-winning product.

About the World Packaging Organisation and the WorldStar Award

The World Packaging Organisation is a non-profit, non-governmental international federation of national and regional packaging institutes and associations and other interested parties including corporations and trade associations.

Together they help to promote technology innovation and access to the best packaging technologies worldwide. The organisation supports these goals by offering targeted education and training programmes.

With the international WorldStar Award, the WPO demonstrates the continuous development and innovations in the packaging industry around the globe. The condition for entry is that the packaging solution has previously won a national competition. A condition that ensures the high quality of entries.

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Michael Kuhn-Sonnenfroh, Director PharmaServiceCenter Labels in Schopfheim (left), Frank Ehling, developer labels in R&D Schopfheim (right)

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Rotating the label of the Hanger Label Twist ensures that the infusion is suspended vertically. Additional information can be attached to the bottle with a multi-page information brochure.

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 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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