

## PRESS RELEASE

### The one-stop shop for pharma pack solutions

*August Faller presents its product and service portfolio at CPhI 2018*

**August 2018, Waldkirch. At CPhI Worldwide, the pharmaceutical industry's leading trade fair (9 to 11 October 2018, Madrid), packaging specialist August Faller presents its solutions in response the main challenges facing the sector: How it is possible to increase efficiency, improve functionality and ensure safety? Trade fair visitors will find concrete solutions to these issues at Stand 4B22.**

August Faller is an expert partner to the pharmaceutical industry for secondary packaging. As a system supplier, the company offers folding boxes, leaflets, adhesive labels and combined products from a single source, as well as comprehensive expertise in the development of customized solutions.

At its exhibition stand, August Faller Group also demonstrates which methods can be used to expand the communication space on medication packs. Here, the specialist presents its "Zoom Box". A real eye-catcher: a folding box with numerous internal and external information carriers, labels and leaflets – combining most of the August Faller solution portfolio in a single product. Potential customers can find out about ways to expand communication space, combine packaging types and make use of digital communication channels. This is advantageous for all pharmaceutical companies that have to meet communication requirements while also communicating successfully with doctors, pharmacies and consumers – whether by conventional or digital means.

Another highlight are the company's smart packaging solutions: these demonstrate the enormous potential offered by interactive and intelligent packaging. Therapy adherence, success and reliability can be significantly improved in this way.

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Another major challenge facing the pharmaceutical industry is the protection of patients from counterfeit goods. Here, August Faller can offer special tamper-evident labels that prevent manipulation of folding boxes. These are available in a wide range of sizes, shapes and material, and can be adapted perfectly to the application in question. Optionally, August Faller can print serialized codes on the packs to ensure simple and reliable product traceability.

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**Meta-Title:** CPhI 2018: August Faller presents innovative pharma pack solutions

**Meta description:** The packaging specialist presents its broad portfolio of products and services at the pharmaceutical industry's leading trade fair

**Keywords:** August Faller packaging solutions pharmaceuticals medication medical products folding boxes adhesive labels, labels leaflets CPhI Zoom-Box

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*For further information, see: [www.august-faller.com](http://www.august-faller.com)*

**Photos:**

**Photo 1:** August Faller's Zoom Box features numerous internal and external information carriers, labels and leaflets, thereby combining most of the packaging specialist's solution portfolio in a single product.

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**Photo 2:** Smart packaging solutions by August Faller enable a significant improvement in therapy adherence, success and safety.



**Photo 3:** August Faller has developed special tamper-evident labels to prevent manipulation of packing materials and protect patients from counterfeit goods

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Photos: August Faller GmbH & Co. KG

**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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