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## PRESS RELEASE:

### New White Paper on Pharmaceutical Labels

Free download from the August Faller website

**September 2019, Waldkirch. Labels are an important component of packaging in the pharmaceutical, healthcare, biotech and medical technology industries. They have to meet very different requirements, depending on their specific uses. This is why the packaging specialist August Faller has published a new white paper that provides a comprehensive overview of materials, technologies and design options.**

Adhesive labels tackle a wide variety of tasks – they display health warnings and important information on a drug’s correct dosage and shelf life for doctors, pharmacists and patients. At the point of sale, they increase the attractiveness of over-the-counter products, helping to boost sales. Equipped with batch numbers and serialised codes, they help manufacturers to make their production processes transparent and traceable and protect themselves against product counterfeiting.

To handle all these tasks and many others in the best possible way, labels are available in a large number of variants. For example, they differ in their design, the materials & printing technology used and in size & format. The new white paper by August Faller provides information on the possibilities users have to develop and design the best possible label for their needs. For example, readers can find out which type of label is suitable for which kind of use, how the individual components can be ideally matched to one another and which factors are decisive in the production of labels.

The white paper „Pharmaceutical Labels: All-rounders for High Demands“ can be downloaded free from the August Faller website: <https://www.august-faller.com/en/lp-whitepaper-pharma-etiketten.html>

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**Meta-title:** August Faller publishes a free white paper on the subject of pharma labels

**Meta-description:** In its new white paper, the packaging specialist shows the possibilities users have for designing pharmaceutical labels.

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*More information is available at: [www.august-faller.com](http://www.august-faller.com)*

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#### Overview of photos



Photo: The packaging specialist August Faller has published a white paper on the subject of pharmaceutical labels. It can be downloaded free from the company's website.

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### **About August Faller Group:**

The August Faller Group is one of the leading manufacturers and solution providers of secondary pharmaceutical packaging such as folding cartons, leaflets, labels and combination products. For more than 30 years, August Faller has continuously expanded its expertise in the pharmaceutical market. On this basis, innovations and developments 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 logistics services, supply chain management and packaging services.

August Faller joined forces with Irish company Perigord Premedia Ltd. to create a "Global Centre of Packaging Excellence" for artwork services. These services focus on artwork management as well as 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. Currently more than 1,300 employees work at its headquarters in Waldkirch, Germany, at its other German sites in Binzen, Großbeeren and Schopfheim, as well as at August Faller A/S in Hvidovre, Denmark, August Faller Sp. z o.o. in Łódź, Poland, and August Faller Artwork Solutions GmbH in Waldkirch, Germany.

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