

PRESS RELEASE

More space for information

August Faller Group provides a wide range of solutions for pharmaceutical packaging needs with more space for the communication of information.

October 2018, Waldkirch. These days, packaging for pharma and healthcare products is much more than simply a protective covering. It now plays an important role in communicating information and can support direct interaction between manufacturer and user. The August Faller Group supplies pharmaceutical product manufacturers with a broad-based range of innovative packaging and packaging components precisely geared to these requirements. Such components include individual folding cartons, labels, package inserts and combination products as well as interactive, digital solutions. Faller has now summarised the whole range in the form of a white paper.

The role of packaging as a communication space and information carrier continues to gain in importance. Patients, pharmacists and doctors expect more than just the details required by law - they now want useful information on the correct way to use a product. Also, the additional safety features - like tamper-evident closures and the 2D data matrix code - required by the EU Anti-Counterfeiting Directive can reduce the amount of space available on packaging for communicating information - which makes it necessary to develop new packaging solutions. Furthermore, packaging design is increasingly influencing purchasing decisions, especially with regard to over-the-counter drugs.

As packaging specialists for the pharma and healthcare industry, August Faller is well aware of the requirements of products in this field and provides information carrier solutions for every individual need.

AUGUST FALLER GmbH
& Co.KG

HEADQUARTERS

Freiburger Strasse 25
79183 Waldkirch
Germany

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com

Folding carton with additional uses

In order to expand the space available for communication on the conventional folding carton, Faller creates individual solutions with integrated or combined information carriers for their customers. Folding cartons can be enhanced by a variety of means - by additional flaps, e.g. with a longer rear side, by an internal or external communication space or by integrated products, such as the leaflet or multipage label.

Allrounder label

The August Faller Group's solutions for adhesive labels for use on vials, tubes and bottles can be just as varied in design - they range from multilayer labels through multipage and wrap-around labels to special solutions such as a combined form of package insert and label.

Among the latest developments produced by Faller is the TEAM label. The 'Tamper Evident And Multipage' label combines the functions of booklet and closure label in a single component.

Reinterpretation of an elementary component - the leaflet

The leaflet as an essential component of pharmaceutical packaging is at the heart of the August Faller Group's range of skills. The specialist producer bundles several leaflet types in many different ways. These include banding machine, adhesion and shrink-wrapping techniques. The bundles can then be placed or dispensed into a folding carton.

Digital communication with extra advantages

Faller's range also covers digital solutions, which enable valuable additional functions, as well as interaction between medication users and manufacturers. Also, drug packaging can feature conventional QR codes or more recent technologies such as Near Field Communication (NFC) and Augmented Reality.

**AUGUST FALLER GmbH
& Co.KG**

HEADQUARTERS

Freiburger Strasse 25
79183 Waldkirch
Germany

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com

In this way, pharma manufacturers can easily refer to other useful information to reinforce patient compliance, e.g. in the form of a video to aid use of the medication or to supply information on its effects.

With its current white paper, the August Faller Group supplies more detailed information on the individual components and the possibilities for expanded communication spaces on pharmaceutical packaging. Interested parties can download the document from the website at www.august-faller.com

**AUGUST FALLER GmbH
& Co.KG**

HEADQUARTERS

Freiburger Strasse 25
79183 Waldkirch
Germany

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com

Meta title: August Faller provides a wide range of solutions for pharmaceutical packaging needs with more space for the communication of information.

Meta description: In a new white paper, August Faller provide information on expanded communication spaces on pharmaceutical packaging.

Keywords: August Faller packaging pharma medication drugs folding cartons adhesive labels labels package inserts leaflets QR codes NFC

Length of text: approx. 4.462 characters (with blank spaces) / approx. 659 words

Further information available at: www.august-faller.com

Image overview:

All photos: August Faller GmbH & Co.KG

-1-



**AUGUST FALLER GmbH
& Co.KG**
HEADQUARTERS
Freiburger Strasse 25
79183 Waldkirch
Germany

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com

The August Faller Group provides a wide range of packaging solutions for the need to communicate more pharmaceutical information: folding cartons, labels, leaflets and combination products, as well as digital solutions.

-2-



The August Faller Zoom-Box features numerous information carriers and so combines a large proportion of the solution range from the packaging specialist in just one product.

-3-



**AUGUST FALLER GmbH
& Co.KG**

HEADQUARTERS

Freiburger Strasse 25
79183 Waldkirch
Germany

On this label, TEAM stands for 'Tamper Evident And Multipage', i.e. for a combined multipage booklet label and closure label with tamper-proof protection.

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com

-4-



Faller can, if required, deliver the bundling of several information carriers by means of banding machine or adhesion techniques or, as in the picture, by shrink-wrapping.

-5-



Interactive packaging solutions: it is easy to refer to further information via QR codes, NFC chips or Augmented Reality - for example to the correct way to use the medication.



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.

Contact:

Ruess Public T GmbH – Member of Ruess Group
Lindenspürstrasse 22
70176 Stuttgart, Germany

Phone + 49711 16446-43
Fax + 49711 16446-11
ariane.walther@ruess-group.com
info@ruess-group.com

AUGUST FALLER GmbH & Co.KG

HEADQUARTERS

Freiburger Strasse 25
79183 Waldkirch
Germany

Phone +49 7681 405-0
Fax +49 7681 405-110
info.de@august-faller.com
www.august-faller.com