

Pharmaceuticals: Creating more on-pack space

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In the pharmaceutical industry, on-pack communication is a complex issue. Not only must manufacturers ensure that their brands and products are instantly recognisable, they must also comply with labelling legislation, regulations and standards that require a significant amount of information on the label or product packaging that is clear and legible.



In this context, smaller packs with less labelling space available can be a real stumbling block.

How do pharmaceutical product owners ensure that all the mandatory information such as dosage instructions, contra-indications and other important patient safety information fits neatly on the label or outer packaging?

Loose pamphlets inserted into the packaging are a way to convey more information, but these are easily misplaced and could put patients in danger if they suddenly can't find the dosage instructions or contra-indications in an emergency.

One way to overcome restricted communication space is to use a Fix-a-Form® booklet label from Pyrotec PackMedia. These high-quality booklet labels take up the same amount of space as a regular label, allowing you to significantly increase your communication space without negatively impacting the size, aesthetic appeal or functionality of your existing packaging.

With a Fix-a-Form® booklet label you can include all the information you need – including text, diagrams and photos, as

well as multiple languages if you want to extend the reach of your packaging across a range of markets.

Fix-a-Form® booklet labels are compatible with most packaging substrates, including glass, plastic, card and foil, and can be custom designed to fit securely onto containers of all shapes and sizes. Additionally, these labels are supplied on-reel for automatic application using standard label machinery – which means your production lines remain uninterrupted.

Visit [Pyrotec PackMedia](#) today for more information about increasing your on pack communication space.

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