

## WorldStar 2016

## Pharmaceutical & Medical

**Entry Name:** AirFluSal® Forspiro®  
**Entry Number:** 0086/MP  
**Company:** Amcor Flexibles & Sandoz International  
**Country:** France  
**National Competition:** Europe, EAFA Award, Alufoil Trophy  
**Email:** florence.rocq@amcor.com  
**Website:** www.amcor.com

With this aluminium blister strip, specially designed for the new respiratory inhaler AirFluSal® Forspiro® from Sandoz International, the highly hygroscopic powder in the device is protected from moisture ingress thus ensuring a longer shelf life. It also improves performance during transportation and release of the powder from the cavity.

AirFluSal® Forspiro® is a very complex device and all the components had to be carefully combined to achieve the required performance. The protection of the active ingredient is entirely due to the innovative use of the aluminum foil in the blister strip.



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**Entry Name:** Amcor's Dessiflex®  
**Entry Number:** 0034/MP  
**Company:** Amcor Flexibles  
**Country:** USA  
**National Competition:** United States of America, Flexible Packaging Achievement Award  
**Email:** abbie.ansburg@amcor.com  
**Website:** www.amcor.com

Amcor's Dessiflex® incorporates desiccant into the primary packaging eliminating the need for other moisture scavengers. Dessiflex can be used for products damaged by atmospheric moisture or by moisture retained post-sterilization. Unlike other moisture scavengers, the Dessiflex process is essentially irreversible even under extreme conditions.

Dessiflex's patented technology truly advances moisture scavenging. It absorbs moisture faster, more completely, over a very long period of time and under extreme heat. Amcor substantiated these claims by testing Dessiflex against the three most common forms of moisture scavenging technologies. Test results were then thoroughly examined by customers.



**Entry Name: Aspirin Next Generation - The first shaped pouch for tablets**

Entry Number: 0096/MP  
Company: Berndt+Partner/Berndt+Partner Creativity GmbH  
Country: Germany  
National Competition: Germany, Deutscher Verpackungspreis/German Packaging Award  
Email: haenelt@berndtundpartner.de  
Website: www.berndtundpartner.de / www.bayer.com

The first shaped pouch for tablets. This packaging concept of a unique shaped aluminium-paper based pouch underlines the newness of the next generation Aspirin in combination with best possible product protection. The child-resistant pouch is convenient for the consumer in opening and for single dosing.

A shamrock shaped pouch packs four single tablets with best product protection. The pouch has a very unique shape and a visible modern silver printing on the outside. Completely new machines principles were used to gain freedom in creating that outstanding shape.

**Entry Name: Biopyrin 650 - Braille On Primary Packaging - A Mission To Serve Visually Impaired People**

Entry Number: 0399/MP  
Company: Cadila Healthcare Ltd.  
Country: India  
National Competition: India, Indiarstar  
Email: manojteluguntla@zyduscadila.com  
Website: www.zyduscadila.com

By a special capillary vacuum forming technique Braille is incorporated onto the blister pack. This is more advantageous than having it on the carton which is often discarded. This facilitates recognition of medicine by the visually challenged patient in addition to compliance on the regime up to the last pill.

Braille on the blister pack empowers the visually challenged to avail of the desired medication, also enhancing their self-esteem and independence.



**Entry Name: Energex F – Poly therapy Dose Reminder Pack for Menstruation regularization.**

Entry Number: 0398/MP  
Company: Cadila Healthcare Ltd.  
Country: India  
National Competition: India, Indiarstar  
Email: manojteluguntla@zyduscadila.com  
Website: www.zyduscadila.com

This titration and dose-reminder pack enables easy and convenient dispensing of a complex multi-drug therapy intended for regularization of menstrual cycle. The complete monthly regime comprising two distinct products are compiled in blisters and carton by ingenious design and aids clear communication, patient's compliance and inhibits incorrect medication.

Special effects of high-gloss board, combination of gloss and grainy UV, gold colour stamping and attractive mnemonic depicting healthy women enhances overall pack appeal to the target segment. Precise instructions for use 'during normal days' and 'menstruation days' promotes compliance and efficacy.

**Entry Name: Flonase OTC Pack**

Entry Number: 0289/MP/M  
Company: GlaxoSmithKline Consumer Healthcare/  
Country: USA  
National Competition: United States of America, AmeriStar  
Email: gautam.x.debnath@gsk.com  
Website: www.gsk.com

Pack features differentiated Sinusoidal Flow Design; Designed bottom-up from consumer insights to break 'rectangular patterns' at OTC aisle providing wide angle visibility along with premium look/feel through crisp graphics/mnemonics. Pack provides improved protection to contents & utilizes combination design being suitable for all retailer shelves globally, including spring-loaded-trays & SRPs.

The pack utilizes 40% recycled material and sealed with patent pending technology that is replicated on existing lines with 75% less labour and 40% higher efficiency. With fresh entry to OTC the launch is a super success, gaining 23.8% market share in just 16 weeks, is now the category leader.



**Entry Name:**

Entry Number:

Company:

Country:

National Competition:

Email:

Website:

**Hanger Info Label**

0271/MP

August Faller KG

Germany

Germany, Deutscher Verpackungspreis/German Packaging Award

hanna.koglin@august-faller.com

www.august-faller.com

The "Hanger Info Label" is a new kind of label for transfusion, infusion and injection bottles. The innovative shape allows a twisting of the suspension label. This results in a vertical alignment previously not given, enabling a steady outflow with hardly any residual amounts left in the bottles.

The included booklet provides adequate space for detailed information on the correct administration. Optional detachable documentation parts simplify the recording in the patient file.

**Entry Name:**

Entry Number:

Company:

Country:

National Competition:

Email:

Website:

**Instant Knockout**

0139/MP

TricorBraun

USA

United States of America, National Association of Container Dist. Pack

marketing@tricorbraun.com

www.tricorbraun.com

The customer wanted a design shaped as a fist in transparent color that would captivate the imagination of the user and display the product of red capsules, bringing to life the new market brand "Instant Knockout".

The project required multiple vendors on multiple continents who rose to the challenge and solved the technical difficulty of the asymmetrical design for the extrusion blow-molded PETG fist. The PP closure features an offset logo printing.



**Entry Name:** Non Scented Deodorizer for care  
**Entry Number:** 0192/HB/MP  
**Company:** Kobayashi Pharmaceutical Co., Ltd.  
**Country:** Japan  
**National Competition:** Japan, Japan Good Packaging  
**Email:** m.fukutani@kobayashi.co.jp  
**Website:** www.kobayashi.co.jp/english/index.html

For risk reduction of accidental ingestion by dementia patients, the outer cover shape made it hard to see the contents; a device NOT to stimulate patients' appetite. By Lock Mechanism of the outer cover, a healthy person can open it with no problem, but it's impossible for dementia patients to open.

Many customers hope to deodorize the annoying smell at nursing (caregiving) site, but due to the concern that dementia patients might eat the deodorizer accidentally, they could not use standing deodorizer. So we developed this package, standing deodorizer with safety design, for using near the dementia patients at ease.



**Entry Name:** Protective anti-counterfeiting solutions for pharmaceuticals

**Entry Number:** 0177/MP  
**Company:** STI Petőfi Nyomda Kft.  
**Country:** Hungary  
**National Competition:** Hungary, Hungaropack  
**Email:** marianna.csordas@sti-group.com  
**Website:** www.sti-group.com

The pharmaceutical demo box was published in response to the EU's forthcoming, safety regulation affecting packaging materials. The safety features used on the box: a two-dimensional datamatrix code, M-icon screening, micro-text, serialization, Braille, holographic foil, Twin ICI, QR code. The closure of four-color offset printing packaging is reclosable tamper evident.

In the blister packaging inside the box candies are placed to symbolize pills. The serial numbers of the candies can also be seen on the metal layer. A "patient information leaflet" placed in the box helps to provide the security features in three languages (English, German, Hungarian).



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**Entry Name:** Safergel - Twist'n'Use™ Tube  
**Entry Number:** 0262/MP  
**Company:** Hoffmann Neopac AG  
**Country:** Switzerland  
**National Competition:** Europe, Etma Tube of the Year  
**Email:** martina.bracher@neopac.com  
**Website:** www.neopac.com

This novel Twist'n'Use™ system stands out by its simplicity for healthcare professionals. By twisting the closure, the inside pin releases and the liquid or cream can be applied precisely to the area to be treated. Patient safety: sterile packaging due to autoclavable Polyfoil® PP laminate and sterile single-dose application.

Healthcare professionals work easier because they can simply open the tube and dose precisely. Patients are safer since they are facing a lower risk of infections due to autoclavable material, single-dose application and tamper-evidence.



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**Entry Name:** Vetter-Ject  
**Entry Number:** 0410/MP  
**Company:** Vetter Pharma-Fertigung GmbH&Co.KG  
**Country:** Germany  
**National Competition:** Germany, iF Design Award  
**Email:** tilman.roedle@vetter-pharma.com  
**Website:** www.vetter-pharma.com

Vetter-Ject is a patented tamper-evident syringe closure for prefilled syringes. It contains an injection needle and is made of three plastic components. Partly, they are produced with 2-component plastic molding technology, under clean room conditions. Prefilled syringes need to be sterile inside, including the closure and the injection needle.

During steam sterilisation the steam expands into the inside of the closure to the needle. This, through the channels of the grey plastic component, that is steam permeable. These channels in the same time are designed to provide a good grip during opening the closure with the human hand.

