

# Unzipping the latest innovation from Fix-a-Form

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Here is a little useless trivia for you about the zip. Yes, you heard right - that small little device that you use to close your fly and the only thing that stands between you and public indecency. The zip was not always used for clothing; in the early 1900's, boots and tobacco pouches with a zippered closure were the two chief uses of the zipper. It took twenty more years to convince the fashion industry to seriously promote the novel closure on garments.



This clever little design has now gone a step further - a zipper-type perforated closure has been incorporated into Fix-a-Form's range of leaflet-labels. Manufactured exclusively by Pyrotec PackMedia in South Africa, Fix-a-Form is a leaflet-label that includes extensive information in the space of a standard label, making it particularly useful for pharmaceutical and agrochemical products that need to include copious amounts of information in a small area of space.

The new zipper perforation means that the booklet on the label can be easily opened and resealed. Timothy Beattie, GM of Pyrotec PackMedia, explains: "This technology allows customers to repeatedly refer to the product information, which ultimately results in better usage of the product."

In fact, one of the major challenges faced by the pharmaceutical industries is patient compliance. Millions are spent each year on the research and development of pharmaceuticals, yet an estimated 40% of prescriptions are not taken as directed. Aside from being dangerous to the health of the patient, this is costly -statistics from United States suggest that non-adherence costs the US Healthcare System approximately \$100 billion each year, including a staggering 125,000 hospitalisations annually.

"Part of the problem is that manufacturers have traditionally opted for loose leaflets inserted into cartons - but these are easily misplaced. Research has shown that multi-page leaflet-labels are more likely to be read - and also retained -by the patient," says Beattie. Fix-a-Form's new zipper perforation allows patients to "unzip" the leaflet, refer to the information contained, and then reseal the leaflet when no longer in use. Customers are also able to refer to it as often as necessary.

"In terms of our customers, an additional benefit of this new innovation from Fix-a-Form® is that the folded leaflet is adhered to the base label in such a way that it cannot be removed. This means that printing the base label is no longer necessary - thus helping to minimise turn-around times for delivery," explains Beattie.

"Our aim is to make available to our local customers the latest advancements internationally," explains Beattie. "Through constantly innovating, we help our customers exceed the expectations of their own customers."

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