

How packaging promotes consumer health

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The World Health Day message on 7 April was simple: giving people access to healthcare without the prospect of financial hardship. This is regardless of where they're from, whether in Africa, Asia, South America or the United States. What matters according to the World Health Organisation (WHO), which is behind the campaign, is that there's "Health for All".



While World Health Day this year is about getting healthcare access to everyone, local pharmaceutical manufacturers know all too well how important it is to also ensure product labelling makes usage and dosage guidelines as clear and unambiguous as possible for all consumers.

While legislation demands that pharmaceutical and healthcare product labelling continues to contain ever more detailed information, often this information does not fit on a standard label in the space provided on the packaging.

Fix-a-Form® informational booklet labels from Pyrotec PackMedia have significant benefits for the pharmaceutical and healthcare industries by greatly extending the space available for product descriptions and user guidelines, safety messages and contraindications, dosage instructions, medical device instructions and patient information leaflets.



Fix-a-Forms® provide space for multilingual information and extended ingredients lists and are moisture resistant and designed to cope with temperature extremes. As an anti-counterfeiting measure, they can also include unique or random codes.

For manufacturers, the benefits of using Fix-a-Form® booklet labels include:

- Clear, legible on-pack guidelines that encourage correct product use and repeat purchases.
- The reproduction of information in multiple languages, extending the reach of on-pack communication.
- The elimination of separate packaging, leaflets or labels for wide product ranges.
- Minimise packaging wastage.
- Labels that are supplied on-reel for automatic application using standard labelling machinery, resulting in uninterrupted production lines.

Affixing to almost any package surface, Fix-a-Form® booklet labels offer an innovative and space-efficient way to communicate detailed product information to all consumers without compromising shelf appeal. They are available in a virtually unlimited range of shapes and sizes that can be tailored to meet packaging requirements.

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Pyrotec



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