

Press release

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Smart labels

Labels with temperature and light indicators for easy and safe use

The trend towards medicines that are self-administered at home is creating new challenges in the pharmaceutical industry: For example, how can the task of administering their own medications be made easier for patients? Faller Packaging has a smart answer to this question: labels with printable indicators.

The healthcare and pharmaceutical market is growing rapidly – and the associated technologies are constantly evolving. However, Faller Packaging has always been closely in touch with its customers' needs: The packaging specialist pools its comprehensive labels know-how at the Schopfheim site, continuously adapting it to meet the requirements of the users. In the case of a new product line, the experts for folding cartons, leaflets and labels follow the current trend towards intelligent solutions for medicines that are self-administered by the patients at home: Temperature or light indicators on the labels increase the user-friendliness and safety of Self-Application Medicines (SAM).

What lies behind the development of this smart solution? Self-application medicines should be as simple and safe to use as possible. This is the only way to achieve therapy compliance. Incorrectly administered medications can have unpleasant consequences for patients. For example, insulin can cause pain if it is too cool – and in the worst case scenario, the insulin's altered viscosity can even delay its effectiveness. To remedy this and further minimise the cognitive burden for the patient, Faller Packaging and its partner CTI (Chromatic Technologies Inc) have developed labels with printable temperature or light indicators. Users at home know they should administer the medication when the label indicator changes colour. The label's design and required indication area can be individually adapted to pharmacists' requirements.

Sarina Diebold is Product Marketing Manager at Faller Packaging. She has closely accompanied both the development of the new labels and the market launch.

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Ms Diebold, what's so special about the new label?

The customer can easily print the indicator on the label without the need for electronics. Our smart solution replaces expensive technologies that are often bulky & rigid and protrude from the packaging. So like any other common label, the new label can be further processed downstream and simply applied to the product.

The label is an example of Faller's product innovation process. What's actually behind this process?

The product innovation process (PIP) is driven by an agile stage-gate process that's optimally tailored to our requirements. The labels are a good example of how we use a PIP to realise and drive new ideas. Interdisciplinary teams develop and market new products in short iterative cycles, pooling knowledge and expertise across disciplines. The innovation process for the new labels began about two years ago. During this period, we focused intensively on the market and the target group and tested the product for relevance and feasibility. Direct interaction with potential pharmaceutical companies at a very early stage also plays an important role. This ensures that the new product is going to be optimal for the users.

What is the reaction of the market to this new solution??

There's a great deal of interest in the labels. We're currently discussing potential usage scenarios with several customers. We'll then develop the individual product together with the customer and our partner CTI. However, it's important to understand exactly what the indicator on this label actually represents. The shape, colour, temperature range, branding, text and more can be personalised if requested. The sensor is reversible or irreversible depending on the desired usage scenario.

More information about the smart labels from Faller Packaging:
<https://www.faller-packaging.com/en/labels/smart-labels>

Meta description: Therapy-compliant smart labels for home use: Faller Packaging offers labels with printable indicators.

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You can download the high-resolution images [here](#).

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Captions

All photos: Faller Packaging

Photo 1:



The healthcare and pharmaceutical market is growing rapidly – for example, intelligent medicines that ensure therapy compliance are in demand. Faller Packaging supports this trend with smart labels.

Photo 2:



The labels with temperature indicators are equipped with a sensor that turns blue when it is stored below eight degrees Celsius (above). As soon as the temperature exceeds 18 degrees Celsius, the message 'OK' is displayed.

Photo 3:



The labels with light indicators are equipped with a sensor that turns brown when the incidence of light is too high (above). As soon as the lighting conditions are suitable, the message green = 'OK' is displayed.

Photo 4:



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Sarina Diebold is Product Marketing Manager at Faller. She has accompanied the introduction of the new labels at Faller Packaging from the outset, together with cooperation partner CTI (Chromatic Technologies Inc).

About Faller Packaging

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark, Łódź in Poland and Debrecen in Hungary. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In collaboration with the Irish company Perigord Premedia Ltd., Faller has set up a "Global Centre of Packaging Excellence" for artwork management, print consultancy and coordination. In total, August Faller GmbH & Co. KG has more than 1,400 employees.