



PHARMACEUTICAL & HEALTHCARE

THERE IS NO OTHER MARKET WHERE THE INTEGRITY OF THE PACK IS MORE IMPORTANT THAN PHARMACEUTICALS.

Patients must be certain that their medicine is as prescribed. This requires packaging that states very clearly what is enclosed including information in Braille for those with a visual impairment. For these reasons BPIF Cartons' members who produce pharmaceutical related packaging will operate using security procedures that comply with the Pharmaceutical Code of Practice – PS9000.

While the ease of use for a pharmaceutical carton is important, many employ simple pack constructions with tamper evident opening features, if needed. Child resistant and senior-friendly styles are also possible. However, the accuracy of the carton's graphics is paramount especially as many derivatives of a specific medicine are only differentiated through subtle text changes. Production quantities can often therefore be very small and delivery schedules very tight.

For Over-the-Counter (OTC) medicines, whilst security remains important, it is support for the brand, as well as its shelf-presence, which has a higher focus. The use of high-quality white boards contributes to the quality image that is essential for healthcare success. Blister pack cartons still account for a significant portion of this sector, but the product range is greater requiring more innovation in carton design and protection features for bottles containing liquids or pills.

Consistency across a range in displaying the brand image with colour control is paramount. BPIF Cartons' members may offer mock-up proof facilities plus accreditation to colour control systems to ensure a match to the mock up throughout the run.

