

Learning from Booklet Labels

From space-saver to multi-purpose all-rounder, Sascha Sonnenberg at Faubel charts the developments made in pharma labelling

When the self adhesive label was developed in the 1930s, nobody could imagine how successful it would prove to be, or how many different technical solutions would derive from it. Today, self adhesive labels are ubiquitous in everyday life and feature in almost every branch of industry. Beside the ordinary self adhesive label, a whole range of technically advanced solutions, sometimes designed for extreme conditions (for example, deep freeze storage, sterilisation, and so on), has become particularly popular with the pharmaceutical industry.

AN ALL-ROUNDER AMONGST LABELS

The booklet label is the epitome of a modern information support, combining a number of advantages. First, the booklet label is a label and a package insert in one; indeed, it is now possible to apply an 81-page product or patient information leaflet to almost every container in a durable and user-friendly way.

The basic structure of a booklet label consists of three different components: the base label, the package insert and a plastic film as covering material. During processing, a leaflet (package insert) is placed on a self adhesive label (base label) – in paper or foil – and fastened by means of a transparent plastic film. There are alternative and more economical solutions, which involve the package insert being directly glued onto the base label without any plastic film cover (see Figure 1).

Booklet labels are used every time additional information space is required on containers, or when product information is needed in several languages. Meanwhile, some manufacturers are able to process booklet labels of up to 81 pages, the usual volume being 20 to 40 pages.

ALWAYS IN THE RIGHT SHAPE

Booklet labels can be applied to any container, irrespective of the material or shape used. Through embossing they can be adjusted to the unique shape of containers and visually highlight the appearance of a product. Yet enhancing product packaging is not the only purpose of embossed booklet labels. It is possible, for example, to create enough space on complicated shapes offering virtually no room for labelling by adapting booklet labels to various container shapes.

PATIENT-FRIENDLY INFORMATION PACKAGING

Being easy-to-use and handle, booklet labels are particularly popular with the pharmaceutical industry as package inserts for

drugs. Manufactured like books, resealable and printed in the right font size, they can improve patient compliance. User-friendliness in medicines is a key aspect for senior citizens – one of the main groups using medicinal products – as well as for people with disabilities. When combined with special materials and embossing, booklet labels can also help to seal medicines in blister packages that are child-resistant.

Another advantage is positioning: the package insert is directly adhered to the medicine. Package inserts as we know them are generally removed from their boxes, unfolded, quickly browsed through, and more likely to be directly disposed of with the packaging rather than replaced in it. Booklet labels, on the contrary, are directly applied to the primary packaging of the drug – separating patient information from the drug can only occur deliberately.

BRILLE CODING

It is stipulated by law that names and indications of drugs are printed in Braille on the outer packaging. This can be incorporated using booklet labels: the information is directly screenprinted on the sealing laminate using a special varnish before it is checked electronically. This method ensures compliance for dot position in line with the requirements of the European standard ‘Packaging – Braille on packaging for medicinal products’ currently in preparation.

FLEXIBLE DISTRIBUTION – LATE STAGE CUSTOMISATION

Reacting quickly to market requirements while keeping stock to a minimum is their objective: from day to day the demand for products may rise or fall dramatically following a particular TV-programme or the wrong weather forecast. Late stage customisation refers to the process of adapting/optimising an object according to its purpose or use. More often than not, this process only takes place shortly before the product concerned is delivered. Indeed, in the case of certain nicotine substitutes aimed at secondary markets such as Scandinavia or the Baltic States, it is common practice to fill and stockpile standard packages. As soon as demand arises in a particular market area, the folded boxes are equipped with booklet labels tailored to the destination before being dispatched, therefore it is no longer necessary to keep a small number of items of various kinds in stock, producing a more efficient and cost-effective approach to storage management.

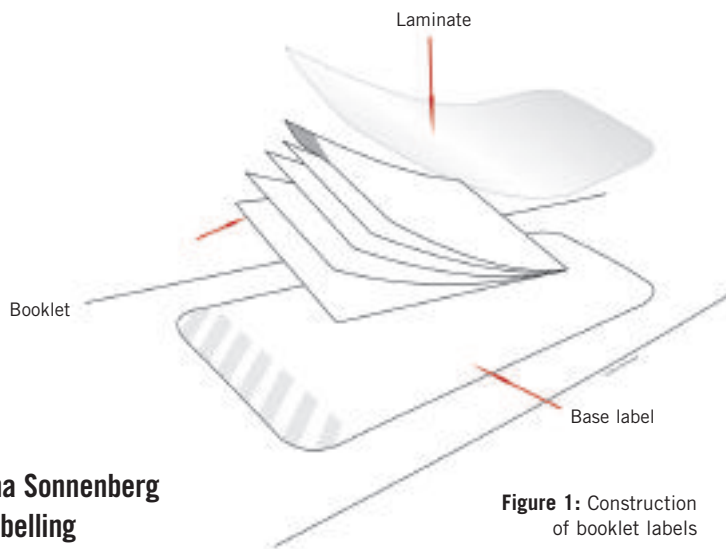


Figure 1: Construction of booklet labels

Faubel solutions meet your individual requirements



Booklet Label

Booklet Label with up to 81 pages



Hanger Label with integrated booklet



Booklet Label with Code, Braille-Code



Products:

- Multilingual label solutions, e.g. Booklet Label with up to 81 pages
- Wrap Around Booklet Label for small diameters
- Label with tear-off sections
- Label for low and lowest temperatures
- Booklet Label for difficult shapes
- CRSF Label for blister
- Embossed printing (braille)
- Hanger Booklet Label

Services:

- Label consulting
- Management of timelines (short & flexible)
- Label design according to your needs & statutory requirements
- Product development based on your needs and requirements
- Printing and control of computerized data (e.g. randomized data and codes)
- Label on reels or fan-folded

Quality:

- According to DIN EN ISO 9001 and cGMP guidelines
- 100% camera control
- Automated check against your proof
- Electronic control of Braille-Code



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VERSATILITY AND ADAPTABILITY

The versatility of the booklet label is becoming increasingly clear. As illustrated by two examples from the pharmaceutical industry, labels with peel-off sections allow full and uninterrupted documentation. The documentary parts – one or more – of the labels that are attached to the drug are directly stuck on the patient's medical record or on his/her vaccines record card, facilitating the work of the doctor and helping to prevent errors occurring. Thanks to their built-in clips, booklet labels can also be used to hang infusion solutions. Such integrated clips can prove useful in cases of emergency where adequate suspension devices are rarely available.

DRUG SAFETY

Today, drug safety is not simply a case of finding the right dosage or proper use: counterfeit drugs or packaging with fake contents are increasingly making the headlines. To protect users and drug manufacturers from serious health risks, it is now possible to integrate a variety of security features and non-tamper evidence in a booklet label. Security features can be implemented by using certain types of finish and/or colours together with special



About the author



Sascha Sonnenberg studied Economics with a special focus on Marketing at the University of Kassel in Germany. He gained four years of experience in sales and project management with GEDYS AG in Braunschweig and Vienna before joining Vanguard GmbH as a Sales Director. From October 2003 to May

2004, he studied for an MBA at the Kassel International Management School, specialising in international business and management. Since June 2004 he has been with Faubel, a supplier of secondary packaging material focusing on special label solutions, where he is responsible for strategic positioning, sales and marketing, product development and clinical trial labelling. Alongside this, Sascha is an active member of the Community of Practice Pharmaceutical Packaging of the APV – the International Association for Pharmaceutical Technology – as well as the ISPE. Email: s.sonnenberg@faubel.de

materials, but also by applying RFID tags to trace back drugs along the entire supply chain.

According to a current initiative by the EU Commission against product piracy, it will become compulsory for drugs to carry a seal within the EU. It shall serve as non-tamper evidence and display corresponding security features – a sort of certificate of authenticity – which can be incorporated into a booklet label, amongst other things.

LABEL AS CONTAINERS

The latest arrival on the market is the container label, designed to convey large amounts of information and incorporate additional elements if requested. Indeed, with this model, manufacturers can offer their customers and patients aids and/or samples, such as control strips, product specimens or magnifying glasses.

APPLICATIONS IN CLINICAL TRIALS

Booklet labels are ideal in terms of quality and versatility, especially for clinical trials which are generally conducted worldwide. Printing in several languages gives drug companies more leeway in terms of distribution and logistics, even in such a critical sector. In addition, it is possible to print variable data (randomised data for example) on booklet labels. The combination of printing and camera monitoring systems allows for the optimisation of delivery times, processes and operational safety.

FUTURE PROSPECTS

Development in labelling is making fast progress, and the trend for development continues unabated. If today's companies are seeking to achieve new formats, shapes and dimensions in terms of the number of pages in booklet labels, printed electronics and functionality will certainly be items on tomorrow's development agenda. In integrated data storage, sensors (for example, temperature sensors) or solutions related to tracking and tracing, there is a new world out there for traditional labels, including booklet labels in combination with new technologies.