

WRAP AROUND LABEL

A lot of content in a small space



Starting situation

One of the world's largest contract research organizations for the planning and conducting of clinical trials was faced with the challenge of accommodating many different national languages on an inhaler. The inhaler was then to be distributed in 47 countries.

The CRO has been purchasing Faubel labels for several years now. This often involves booklet labels for vials and boxes that also require one label with texts in multiple languages. Thanks to the impressive quality and reliable collaboration, the organization commissioned Faubel with finding the optimal labeling solution for the inhaler.

Product solution

To ensure a coherent concept, the customer provided Faubel with the inhaler as well as text blocks. This allowed Faubel's product development team to precisely assess the inhaler's shape, size, material and application and take into account the scope and structure of the text.

The team determined a suitable format and made some hand specimens. They came up with a specially shaped Wrap Around Label. The application, adhesive and handling test turned out positive. Proper wrapping around and sealing of the booklet could be ensured. Faubel coordinated all the developmental stages of the hand specimens with the CRO, which approved mechanized production concept following successful testing.

Result

The Wrap Around Label can be applied to the inhaler quickly and without wrinkles despite its 80 pages. The inhaler's handling is not limited by this. The user can easily open and reseal the label. To promote patient compliance, all national languages are accommodated in a reader-friendly font size. A thumb index also facilitates orientation.

Since all the language versions are accommodated, it is not necessary to produce and distribute different labels for the inhaler: There is a label for all markets. This reduced the logistics involved for the contract research organization and the timelines for the subsequent deliveries to the participating countries were also shortened.