

2014 EDITION

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BEST HEALTHCARE  
PACKAGE  
DESIGNS

# Healthcare Packaging

Our editors hand-pick the best pharmaceutical  
and medical device packages of the year.



### Walmart's Compliance Pack Tracks Dose Days

The main advantage to the new Walmart portable, calendar-style prescription packs is increasing patient adherence to drug regimens. The ecoslide-RX prescription packs, measuring 6" x 3" x 0.5", provide a drug format option that makes it easier for users to keep track of their dosing.

The package provides a physical printed reminder and an opportunity for consumers to see whether a dose for a certain day has been taken or not. On the front panel is Walmart information, opening instructions, drug details, and photos of the specific drug, as well as the child-resistant release button. The 18-pt paperboard outer sleeve is offset-printed in five colors. [\(More here.\)](#)



### Versatile Double-Barrier Tray for 700 Implants

Orthofix is a global medical device company focused on developing products for the spine and orthopedic markets. When developing its FORZA spinal medical devices, Orthofix avoided creating separate packages for each of the approximately 700 different sizes of spinal devices by engineering versatile trays with retainers.

The PETG retainer housed within the inner tray of the double-sterile barrier tray system comes in two sizes. One retainer holds "small" and "medium-sized" spinal implants, while a second accommodates "large" implants. This strategy lowered the amount of tooling costs as well as the number of packaging parts that Orthofix must inventory and manage. [\(More here.\)](#)



### Wright Medical's Package Meets Multiple Demands

Wright Medical Group, Inc., is global orthopedic medical device company that designs, manufactures, and markets reconstructive joint devices and biologics. Recently, the company sought protective, safe packaging that could universally fit a variety of different sized and shaped extremity implant screws, many of which had sharp pitches or tips, for foot and ankle reconstruction.

To create efficiencies of scale, Wright worked with Placon and its Barger medical division to engineer these versatile small packages (2.50" x 1.50" x 0.34"). The award-winning PETG thermoform designs possess beauty and simplicity, function in both sterile and non-sterile environments, ease validation in hospitals, and ensure no punctures or pinholes. ([More here.](#))



### Surgical Kits 'Empower' Medline Package Users

Ensuring patient safety and reducing operating room staff confusion are always top priorities in medical device packaging. Problematic issues run the gamut from color-coding that differs from manufacturer to manufacturer, difficult-to-read print, uncertainty about expiration date codes, and latex allergy markings, among others.

Medline Industries, Inc., introduced its Empower-brand surgical procedure pack ID system with easy-to-read, color-coded outer packing labels and matching color-coded insert forms that identify each pack and reduce the chance of selecting the wrong pack. A key differentiator here is how the system allows the end-user, such as hospital staff, to select the color-coding rather than working around color schemes determined by different kit makers. ([More here.](#))



### A Multifunction Label Succeeds on Several Levels

Pharma-Tac Plus is a multifunctional label for infusion bottles developed by Schreiner MediPharm and Baxter Healthcare Corp. The design goal was to create an innovative label with enough space for extensive information, stable hanging, and easy administration documentation.

The paper booklet provides an extended area for multilingual text on ingredients and instructions for use. It is firmly connected to the plastic base label, and can be opened and closed with ease by means of a starter tab. The robust hanger is an integral component of the label while being easy to separate from the label construction for activation. The detachable documentation label ensures reliable tracing of the medication and allow safe handling even while wearing gloves. ([More here.](#))



### Technical Printing Techniques Benefit Advil's Carton

Clondalkin Pharma & Healthcare Guaynabo produced a premium packaging solution with technical printing techniques for Pfizer Consumer Healthcare, maker of fast-acting Advil Film Coated Tablets. The design elements created by the Pfizer Consumer Healthcare Package Design and Development Team drew on Clondalkin's technical expertise in Puerto Rico by incorporating a unique soft touch matte varnish, UV high gloss, foil stamping, printed foil, and embossing in the carton design. The teams worked together to ensure that the printed features worked in harmony with the overall graphic design. Innovative techniques such as introducing a transparent blue ink to the foil-blocked area also helped to build a premium feel for the packaging. ([More here.](#))





### Design Architecture and Consistency Strengthen Brand

Medicom's new global brand identity successfully strengthened its leadership position in the category of infection control and united its myriad sub-brands. The goals were to "halo" the strength of the Medicom master brand to the sub-brands, to bring logic to the portfolio, to add efficiencies, to reflect Medicom's points of difference, and to position Medicom as a "best-in-class" global brand.

The redesign took the disparate package designs of thousands of SKUs and brought them under a single, logical, and consistent design architecture. Major advantages of the redesign included product differentiation within the category, a streamlined process for creating package designs for new products, and a compelling story to tell customers about the values surrounding the brand. ([More here.](#))



### Specialty Labels Up the Ante for Autoinjectors

Product design plays an important role for SHL (Scandinavian Health Ltd.) by increasing ease of use and lowering resistance in patients to use the injection systems in public. In the same vein, the company outfitted autoinjectors with specialty labels that both present a unique brand look and deliver integrated functionalities such as increased ease of use and better safety for patients.

The anti-slip varnish improves grip and avoids slipping during the injection, and a detachable label part is integrated for documentation of the medication. For brand protection, the label is equipped with a hologram, and a printed QR code allows users to directly access the manufacturer's website to receive further information or watch a demonstration video. ([More here.](#))



### Flexible Packs Deliver Highly Portable UrgentRx

A credit card-sized flexible packet containing flavored, powdered medication delivers a healthy dose of consumer convenience and portability for six different UrgentRx products. For example, Aspirin to Go contains a single 325-mg dose of aspirin that dissolves quickly into the tissue under the tongue and into the blood stream.

Users tear open the package caregiver and pour the powdered aspirin directly into the mouth. "Sublingual" administration allows the 20-micron particles of the medication to reach the bloodstream rapidly, where it can reduce heart damage or ultimately save the life of a person suffering a heart attack. UrgentRx packets are made from a white stickpack pouch material, which includes DuPont Surlyn with a 48-ga overlamine with permanent adhesive. [\(More here.\)](#)



### Feosol Redesign Shows Fearless Commitment

When Meda Consumer Healthcare acquired the 70-year-old Feosol brand of iron supplements in 2010, the core Feosol brand message had been lost amid myriad benefit claims and copy on dated designs. The new stripped-down, modern design offers a largely white canvas, and cartons provide formula differentiation with a block and a swoosh of color.

An updated Feosol logo is a slimmer, cleaner, and more feminine typeface that is prominently embossed on the top of the package, along with the product name and function. Each SKU is also decorated with an embossed illustration of the pill, which anchors the graphics at the bottom of the package. A mix of spot and matte varnish provide depth, dimension, and interest on shelf. [\(More here.\)](#)



### Softlips Packaging Promotes Holiday Gift Packs

The Softlips Holiday Gift Tag Packs include two lip balm sticks for under \$5. The company recently updated the look of its Softlips brand to appeal to a more contemporary and sophisticated female consumer.

The limited-edition holiday packs combine a Softlips classic flavor with a bonus Softlips seasonal stick and feature "To" and "From" spaces on the packaging to make gift giving a snap. Festive graphics suggest wrap-free giving as stocking stuffers, package toppers, and gifts for teachers, classmates, family, and friends. ([More here.](#))



### Trial Package Takes Allegra Brand to New Level

Consumers can now purchase a trial pack of Allegra non-drowsy antihistamine allergy OTC medication in an A-shaped trial packaging that is distinctively patterned and shaped after the Allegra "A" logo. This breakaway clamshell is the company's first use of an internally designed breakaway clamshell with a tamper-evident and theft-deterrent design, which also functions as a reclosable, reusable "nomad" package.

The packages' color schemes stand out on the shelf, while the packages are easy to carry, simple to open (no rigid plastic to cut through), and resealable. Other "firsts" include the fact that the package is the company's first use of a non-square or rectangular-shaped blister card and the first commercial use of new patient-preferred, child-resistant, push-through foil blister material. ([More here.](#))



### Earth-Friendly Benefits Inform Sensible's Packaging

Among Sensible Organics' goals for the packaging was that all components be recyclable as well as made from at least 25% post-consumer content. At the same time, the company wanted to keep each of the 26 SKUs in the line under \$10 apiece.

The challenge was to match the packaging to the natural philosophy embodied by the line. Packaging for the line consists of stock bottles, tubes, and jars that exhibit clean, slightly rounded shapes evocative of vintage apothecary bottles, realized in medium- and high-density polyethylene and PET. Hand-drawn botanical-based illustrations reflect vintage appeal and the hand-selected nature of the organic ingredients and flavorful scents, and a central cartouche gives a nod to apothecary formulas. [\(More here.\)](#)

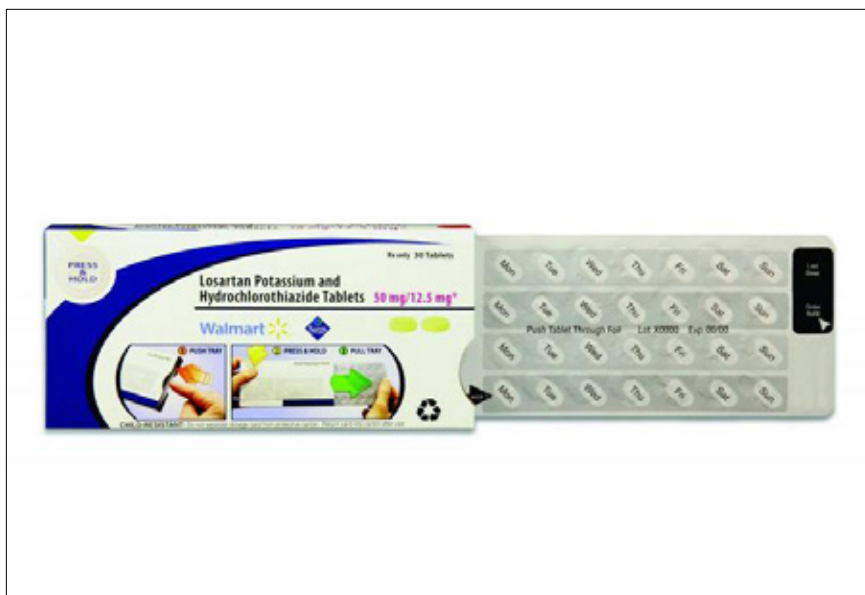


### AeroShot Energy Launch Requires Innovative Design

AeroShot is a fun, air-based shot of energy delivering a unique blend of 100mg of caffeine and B vitamins. The user pulls the cap to open, puts the other end in his or her mouth, gently draws the powder into the mouth, and swallows. Each AeroShot delivers about four-to-eight draws.

The individual units are foil sealed to protect the product from humidity. These are digitally printed and punched so that they can be peggable at retail. All the packaging components and graphics capitalize on the impulse-driven consumer category by being cohesively designed to infiltrate the consumer impulse with massive visual impact. The packaging also clearly emphasizes the differentiating features and benefits, all with minimal footprint to help maximize margins per square inch. [\(More here.\)](#)





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### Contac Freshens Design for Aisle Shopping Ease

For generations, Contac has provided fast-acting, multi-symptom relief for cold and flu sufferers, but the packaging had lost its communication edge. The Contac package redesign reinforces consumer trust amid the clutter of competitive products at retail with more intuitive color schemes and a more efficient communication hierarchy.

To increase shop-ability for the consumer and create a stronger brand presence in a saturated category, the SKU colors were flipped and bold icons that clearly designate day or night were added to the top of the pack. The overall architecture was stripped down to drive home brand, SKU, and symptom relief, making the design both a quick read for the consumer and open to future line extensions for the brand. [\(More here.\)](#)



### Rumble Drink Raises Healthy Expectations

Health drink Rumble distinguishes itself in the crowded functional beverage category through a clean, uncluttered design and artwork chosen to appeal to the emotions. Rumble bucks the trend of visual clutter and bright graphics, and opts instead for a clean, fresh appearance achieved through minimalist, inspirational graphics and a unique aluminum bottle format.

The brand tagline “Feed Your Hunger” expresses the drink’s aim of feeding healthy energy to hungry people looking to snack on the go. Graphics for the 12-oz resealable, recyclable Alumi-Tek bottle from Ball include a mostly black-and-white palette with subtle hits of color chosen to create a bold visual identity that expresses Rumble’s natural confidence. ([More here.](#))



### Toothpaste Package Design Helps Kids Grow Up

Tom’s of Maine refers to itself as the only brand to offer both natural toothpastes and rinses that are accepted by the American Dental Association (ADA) to help prevent cavities and promote healthy teeth for kids. The new Wicked Cool! line is designed as an in-between option to help kids transition from fruit-inspired flavors they enjoyed as young kids to the strong mint flavors more commonly found in adult toothpaste. The graphics portray a fun, teen-aspirational attitude that helps youngsters “grow up” in their toothpaste taste expectations. ([More here.](#))



### Consolidated Drug Dispenser Synchronizes Meds

Avive is an outgrowth of MWV's long-standing commitment to further awareness of the challenges of medication non-adherence, to understand the underlying causes, and to provide solutions to help patients effectively follow their regimens. The Avive system synchronizes patients' medications so all prescriptions are picked up on the same day each month from a single pharmacy.

The system also creates a customized regimen specifically for each person, which consolidates dosing times consistent with Universal Medication Schedules and aligns with patients' current daily habits for ease of integration. Medication dispensing is completed in a central-fill location through a combination of pharmacist oversight and a highly accurate robotic system. ([More here.](#))



### Nonprofit ColaLife Wedges Kits into Coke Crates

ColaLife is an independent nonprofit organization run and staffed by volunteers, finding new ways to distribute life-saving oral rehydration salts and zinc supplements. Wedge-shaped anti-diarrhea Kit Yamoyo packages "piggyback" in unused space within Coca-Cola crates to take advantage of the beverage giant's global distribution system.

All branding and instructions are in a leaflet slotted into the AidPod kit package's lid. This means that the plastic remains clear, thus rendering it potentially suitable for SODIS (solar water disinfection). The AidPod is also used as a measuring jug so that the Oral Rehydration Salts are mixed directly into it so the measurements are correct and the salts are most effective. ([More here.](#))



### Stylish Bottles Appeal to Both Eye and Hand

The Trojan brand developed this premium line of personal lubricants to be stylish, cost-efficient, easy to use, gender-neutral, and discreet and aesthetically pleasing enough to live on a nightstand. The 3-oz (89-mL) custom PET bottle and its custom polypropylene cap are sensual without being tacky.

A silky, vibrant effect is created with translucent tints and pearlescent colorants, and the evocatively swirling bottle shape also lends itself to ergonomic handling. The form is easy to hold with one hand, and the thumb can rest handily under a ledge beneath the flip cap, allowing for one-handed opening and closing. ([More here.](#))



### Bodylogix Protein Packaged with Ecologic System

The Winning Combination (TWC) launched its BodyLogix protein powder line in the 2-lb eco.canister package by Ecologic, using it to differentiate its all-natural product from the sea of sameness found in the health and wellness category. Transitioning from a rigid high-density polyethylene container to the molded-pulp and flexible pouch was a substantial challenge and a bit of a gamble for the Winnipeg, Manitoba-based company. But the real win for the new format is not just the fact that the package looks different, but that its appearance—with its recycled-paper molded-pulp outer shell—clearly signals to consumers an environmental benefit. ([More here.](#))





### One World Is Enough for USANA Packaging

USANA's new spherical logo depicts silhouettes of dynamic human forms against a background in shades of blue—promoting the brand's wish to prolong life, unify mankind, and fight global hunger. A white, straight-wall high-density polyethylene bottle was fitted with a custom polypropylene cap that sits flush to the container.

The entire cap was debossed with the "one world" logo, with raised areas exhibiting a polished finish, and debossed areas having a matte finish. Variations of the primary symbol are then used with different colors for each of the brand's "body benefit categories." ([More here.](#))



### New Reusable Sharps Container Minimizes Steps

Rehrig Healthcare's SharpsTank Reusable Sharps Container is a 4.9-gal reusable sharps container with an integrated hinged lid, a restrictive "mail chute," and a flusher insert. The container is supplied to the customer fully assembled. All device components are injection-molded using polycarbonate plastic.

Other features include minimal moving parts, reinforced handles, smooth interiors for easy cleaning, and textured exterior surfaces for easy removal of adhesive labels after each use. When the contents of the container reach the fill line the flusher is pushed into a locking position that prevents additional sharps from being placed into the container. Once the flusher is secured, the lid is closed, engaging both the temporary and final secured positions. ([More here.](#))



### Aragan's Packaging Exploits Sliding Mechanism

Aragan is a French laboratory that specializes in the use of natural ingredients that markets a range of probiotics and dietary supplements that promote healthy living. The new packaging employs a patented design using a sliding mechanism that presents the products attractively. The design's opening and closing functionality becomes an extension of Aragan's brand identity.

All of the brightly colored packs contain printed PVC/aluminum blisters, containing 10 or 20 capsules in either double or single blister pack formats. The packaging serves as an added value proposition for customers, provides a point of differentiation in a competitive market, and offers unique printable areas that provide additional space for visual design elements. ([More here.](#))