

A pioneering product solution for enhanced user-friendliness

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Description: Early in 2009, Actelion contacted Faubel for a challenging assignment: produce a booklet accommodating more than 20 languages for the purpose of an international clinical study. As it was meant to fit a small-sized container, the best technical solution was found to be a 28-page-wrap-around booklet.

The Wrap Around Label can either be designed as a onelayer or a multi-layer label or as a booklet. It is particularly suitable for fitting small-sized containers as it leaves plenty of room for product details. Long texts are simply wrapped around the container several times. Thanks to its optimum adherence, the label can be opened and closed safely as many times as required. Apart from accommodating the whole text in an adequate font size, our solution stands out by featuring a peel-off docu-sticker in the area where the booklet closes. Such a peel-off section is typically located close to the gutter or inner margin. Yet, in this particular case, an original solution was required to enhance user-friendliness. The successful completion of this project paved the way for a further, more intensive strategic cooperation between our companies. Besides high-quality, dedicated labeling solutions, Actelion regard short and reliable timelines as a basic and decisive prerequisite. Standardized processes between Actelion Clinical Trial Supply and Faubel have largely contributed to reducing delivery times. As a matter of example, we agreed upon a standardized booklet structure where dimensions and design were kept similar across studies. The advantage is that all the necessary punching tools, type area and set-ups are already available for the manufacturing part of the process. Besides, it establishes the basis for communication processes between Actelion Clinical Trial Supply and Faubel's project management because common standards have been clearly defined by both partners. As a result, agreement processes become unnecessary, which positively impacts on timelines. Daily business in clinical studies may require flexibility on both sides from time to time. Yet, agreeing on standardized processes provides a sound basis for a very promising partnership.

Actelion Pharmaceuticals Ltd is a listed, biopharmaceutical company headquartered in Allschwil/Basel, Switzerland, which focuses on discovering, developing and selling innovative drugs against diseases that have not been successfully cured until today, like pulmonary arterial hypertension, Type 1 Gaucher disease or Niemann-Pick type C. Since its foundation in 1997 Actelion Pharmaceuticals Ltd has developed into a major scientific and business player which operates in more than 25 countries worldwide. From their Allschwil headquarters, the Clinical Trial Supply team under Frauke Bruns coordinates all the international clinical studies conducted throughout the world by the company.