

HCPC would like to thank our member sponsors for this edition of RxAdherence News: Constantia Flexibles, and Aphenia



September 2012

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#### Letter from HCPC Board

I hope everyone made it through the heat of this record breaking hot summer! We had thought we would see most of you this past March at RxAdherence2012, an outstanding conference that successfully drew increased Pharma industry attendance, per the request of our members. If you missed it, you missed a great event that provided powerful, informative presentations from industry experts in the patient adherence space, while also providing networking opportunities with quite a few pharmaceutical representatives.

Plan to be at our Full Member Meeting this November 15 at the Larry Bossidy Learning Center, Honeywell, in Morristown, NJ. Honeywell has graciously agreed to host this meeting once again. Our HCPC Member Meeting will be held in the morning. In the afternoon, in lieu of our prescheduled Biennial Showcase, we're hosting the HCPC Pharma Packaging Workshop. [Read More.](#)

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#### Letter from the HCPC Executive Director

Is broader adoption of Compliance-Prompting Packaging too narrow a goal?

The HCPC is releasing an updated version of our whitepaper outlining 20 years of studies that demonstrate improvements in medication adherence gained from use of compliance prompting packaging. In it we are including the newly released adherence results from a study conducted by Novartis Pharmaceuticals and Xcenda on the DiovanHCT® Shellpak® package. It's fantastic that improved adherence rates from compliance-prompting packaging are continuing to be published. We certainly want the industry to continue to hear this type of news, but as I thought about it, I realized that improved medication adherence is only one of the many goals to be sought by implementing smarter packaging solutions. [Read More.](#)

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#### HCPC's Full Membership Meeting Thursday, November 15, 2012

8:30 – 12:30 (includes lunch buffet)  
Larry Bossidy Learning Center  
Honeywell  
101 Columbia Road  
Morristown, NJ 07962

Followed by

#### HCPC Pharma. Packaging Workshop

12:30 – 4 PM

Learn from pharmaceutical industry experts on the challenges and strategies surrounding compliance packaging, serialization and sustainability. Leading pharmaceutical manufacturing representatives will present their unique perspective on these topics and the subsequent sessions will then allow for open and informative discussions. Register for the HCPC Pharma. Packaging Workshop. Hear from industry experts and utilize this information to improve your industry offerings.

[See the agenda and register today!](#)

#### RxAdherence2013– Save the Date

Tuesday, March 12  
The Hamilton Park Hotel & Conference Center  
175 Park Avenue  
Florham Park, NJ 07932

#### Membership Information

The HCPC offers its members a "voice" in pharmaceutical packaging issues and the opportunity to help promote the many benefits of patient compliance packaging. From suppliers of pharmaceutical packaging components, to machinery manufacturers, to contract packagers, to industry consultants and experts, our members share the mission of promoting broader adoption of compliance-prompting packaging to improve patient outcomes. Become a member of this dynamic organization today!



**HCPC Compliance Package of the Year Winners will be in the PMMI Showcase of Innovations!**

*The Showcase of Packaging Innovations® sponsored by The Dow Chemical Company will be highlighting more than 300 award-winning packaging designs from internationally recognized packaging organizations. Look for these winning HCPC Compliance Package of the Year packages in the Showcase of Packaging Innovations, located within the Brand Zone in the Lower North Hall.*

- ▶ 2011 Compliance Package of the Year: Novartis Pharmaceuticals Corporation's Tassigna 150/200mg Physician Sample
- ▶ Innovative Design: Burgopak Rx Series Child Resistant Slider
- ▶ CPY First Runner Up: Forest Pharmaceuticals Inc. Viibryd™ vilazodone HCl tablets, 30 Day Treatment Pack
- ▶ CPY Second Runner Up: Walmart New and Improved Shellpak® Adherence Package

While at Pack Expo, visit these valued HCPC members on the show floor for compliance packaging solutions. [Read More.](#)

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**New Consumer Packaging Standard**

A new European test standard has been approved by the European Committee for Standardization (*CEN - Comité Européen de Normalisation*). CEN/TS 15945:2011, Packaging - Ease of opening -Criteria and test methods for evaluating consumer packaging is designed to evaluate packaging for **effectiveness, efficiency, and user satisfaction**. The test procedures are designed to "evaluate whether a particular design of packaging can be considered easy to open by the majority of consumers, including elderly consumers." The testing consists of 20 person panels, aged 65 – 80 years old, with the majority being female.

An informational brochure from the British Standards Institute (BSI) is available. Please visit their link to download the brochure, "**A consumer's guide to the European technical specification for packaging -ease of opening (CEN TS 15945)**" [by clicking here.](#)

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**Ecoslide-RX, Environmentally-Sustainable Pharmaceutical Compliance Package, to be Implemented at Walmart Stores**

Ecoslide-RX, a pharmaceutical compliance package that is more environmentally sustainable than traditional packs, will soon be arriving to Walmart's pharmacies.

Introduced in late 2011 by Keystone Folding Box Company – a New Jersey-based manufacturer of paper-based packaging solutions – Ecoslide-RX is senior-friendly and achieves the highest-possible standards of child-resistance (F=1 rating), keeping at a premium both customer safety and ease-of-use – two ongoing, previously unmet challenges for environmentally sustainable products in

the pharmaceutical industry. [Read more.](#)

#### **Constantia Flexibles Debuts Paper-Free, Child-Resistant Blister Lidding Foil**

Constantia Flexibles has developed a paper-free, child-resistant blister lidding foil with upgraded peel/push functionalities for consumers and an efficient packaging process for manufacturers. Offering a smooth, robust peel, the new easy-PIESY is an aluminum/PET/aluminum lamination that – due to its absence of paper – requires less heat during the sealing process than traditional paper-back foil structures. [Read more.](#)

#### **Uhlmann Packaging Systems Introduces the Blister Express Center 500: Integrated Line Combines Flexibility, Efficiency and Ease-of-Use**

Uhlmann Packaging Systems has introduced the new Blister Express Center 500 (BEC 500), a double-lane, integrated blister and carton module less than 10 meters in length. Designed to maximize efficiency and versatility, the BEC 500 is exceptionally easy to operate, allows fast format changeovers, and can process up to 500 blisters and 500 cartons per minute – making it ideal for packaging medium-sized batches of standard solid-dose products using conventional forming materials. [Read More.](#)

#### **Klöckner Pentaplast Group Completes Successful Recapitalization**

Klöckner Pentaplast (the "Company") recently communicated the successful recapitalization and strengthening of its capital structure with the support of its lenders. [Read More](#)

#### **Anderon Packaging and Brecon Pharmaceuticals Realign Businesses to Form Full Service Global Pharmaceutical Packaging Company, AndersonBrecon**

Anderson Packaging, one of the fastest growing pharmaceutical clinical and commercial contract packagers in the United States, and Brecon Pharmaceuticals, a leading supplier of pharmaceutical commercial packaging and clinical supply services in the UK, recently announced they are further aligning their businesses to become a global end-to-end pharmaceutical packaging company. [Read More](#)

#### **MWV Acquires AARDEX Group, Acquisition Strengthens MWV's Unparalleled Expertise in Addressing Medication Non-Adherence**

MWV, a global leader in packaging and packaging solutions, is expanding its leading position in adherence packaging with the acquisition of AARDEX Group SA. AARDEX Group, the leader and pioneer in the design and use of electronic medication event monitoring systems. [Read More](#)

