



An Efficient Solution for Pharmaceutical Patient Alert Cards

Pharmaceutical patient alert cards are a mandatory part of packaging for certain medications. They provide important guidance to patients in relation to not taking them in combination with other medicines, where there may be a risk of life-threatening interactions between the two. The card must be able to be removed from the packaging to be kept safe, for example in a wallet.

Graphic Packaging’s integrated patient alert card solution is part of the blank and runs through a unique, advanced folding and gluing process. For maximum efficiency, no separate steps are required in the packing line.

Printing on the reverse fully utilises the space available to include all language versions. The small folding style (up to eight panels) adds convenience for the patient.

Innovation Highlight: Integrated patient alert cards

Challenges



- Develop an **efficient solution** for pharmaceutical patient alert cards that eliminates the need to dispense a separate card onto the blank or into the glued folding box.
- It was also crucial in the development **to align the dimensions of the card** exactly with the capabilities of the production line that assembles the blank in the final step.

Solutions



- The card is **integrated into the fourth flap of the blank.**
- Designed for up to eight pages, it can **accommodate required language variants.**
- An **advanced process** was developed to assemble the blank, in combination with **efficient printing** on the reverse.

Results



- Previously, the requirement for an additional patient alert card slowed down the packaging process because it either had to be dispensed in a similar way to tablet blisters or pharma leaflets, or the folding style blocked the filling process. This led to increased failures.
- The new solution developed by Graphic Packaging **eliminates the need for a card to be dispensed separately.** The card is part of the blank and runs through a **unique, advanced folding and gluing process.** As no separate steps are required in the packing line, **efficiency is optimised.**