



CONTROL GROUP

Printed Packaging Solutions: Pharmaceutical • Cosmetic • Consumer

Conceive.
Achieve.

Case Study

Outserts with MedGuides

The Challenge

A world leader in generic drug manufacturing and packaging was faced with an issue of compliance with regard to providing patient information (MedGuide) in addition to the standard package outsert. Concerns of cost-efficiency and ease-of-use for both packaging line operators and ultimately the pharmacist were of high importance. Larger than normal minimum font sizes were mandated by FDA due to the high-risk nature of the class of products. The current method of providing a standard outsert atop the bottle along with leaflets bound in a pad was proving to be inefficient from a packaging viewpoint and a low degree of assurance that the leaflets remained with the bottle throughout its pharmacy shelf lifespan.

The Solution

The R&D team at Control Group went to work designing an over-sized outsert, comprised of 130 panels along with 3 perforations in the sheet, that was able to be folded small enough to fit atop the 100 count bottle size. When the pharmacist dispenses the first prescription he simply removes one perforated Patient Medication Guide from the unfolded outsert, provides this to the patient and returns the outsert and bottle to the shelf. The process is repeated 2 more times until the bottle is empty.

The Result

Control Group currently provides more than one million of these cost-efficient, highly compliant MedGuide outserts on a monthly basis.

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