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Peelable blister gives improved access with stronger protection

A peelable lid blister pack, consisting of lidding foil and a Formpack® coldformed bottom web, provided by **Ancor Flexibles** for Merck Sharp & Dohme Australia (MSDA), has been recognised for its greatly improved openability and product protection with the award of an Alufoil Trophy 2014 for Consumer Convenience.



The **EMEND® Tri-pack Formpack® with peelable lidding** is used for medication to prevent nausea and vomiting caused by certain anticancer medicines. Due to the alufoil in both the lid and bottom web, the blister provides total barrier protection, as well as making it easier to handle for the patient, eliminating the risk of losing or damaging the capsules, which was an issue with the previous pack format.

Speaking about the award, head of the judging panel Dr Mark Caul, technical manager for packaging at Tesco explained, "This particular drug needs to be available when the patient is probably in some distress, so making it easier to access is a major benefit. Also, with an ageing population any format which helps people with less dexterity is very positive. Nor did we ignore the fact that this pack offers improved protection and reduces breakage of this brittle pill, another consumer plus point."

This peelable format is the first of its kind for MSD Australia, and is now being introduced into other MSD packaging sites. As a result of the change, MSDA has seen a dramatic reduction in the number of impacted products found by patients, helping to reduce costs, while increasing the drug's efficacy.

Andrea Della Torre, R&D pharma director at Ancor Flexibles Europe and Americas said, "We are particularly proud to have won an Alufoil Trophy in the Consumer Convenience category. This new packaging solution greatly increases patient acceptance and compliance, key factors for a medication used in association with anticancer medicines. This trophy recognizes our R&D teams' relentless efforts to work closely with customers to influence better health outcomes for patients."

The EMEND® blister replaces a larger walleted tri-pack that required the patient to push the tablet through the blister pack lidding for access.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also gave a Discretionary Award. For 2014 there were 12 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.