

## CASE STUDY

# Specialty Drug Manufacturer Simplifies Pharmaceutical Packaging



## THE CHALLENGE

A leading specialty pharmaceutical manufacturer of liquid and topical drugs required a turnkey pharmaceutical compliant packaging solution with a focus on reducing inventory and simplifying incoming material requirements.

## THE SOLUTION

Colbert Packaging worked closely with the drug manufacturer to uncover the future state of their carton operation. After several strategic sessions, Colbert provided the manufacturer with its patented Zip-Sert® product, which combines folding cartons and printed, folded pharmaceutical inserts into one simple solution.

Zip-Sert enables most pharmaceutical manufacturers to meet unit-of-use requirements without incurring the cost of new packaging equipment. The fully customizable Zip-Sert cartons can be produced from any conventional carton stock on the market, and printed and die cut on standard offset or flexographic presses.

The insert is applied to the Zip-Sert carton during the gluing and folding process using onserting attachments. Once the insert is placed, bar codes are verified to ensure accurate placement, quality and compliance. The Zip-Sert design also includes a ramp effect that allows the product to be easily dropped into the carton. Without this feature, products may get hung up on an insert that is glued to the inside wall of the carton.

In addition to its unique look, Zip-Sert offers improved product information presence. When a prescription item contains both physician and patient literature, the physician's insert may be readily viewed from the outside of the package. The unique zipper feature allows for easy access to the literature and alleviates confusion as to which insert is pertinent to their specific needs.



## THE RESULTS

The drug manufacturer is benefitting from a simplified packaging process and a carton design that provides for both form and function. Their use of Zip-Sert cartons has resulted in reduced labor costs, downtime and inventory. The manufacturer also gained security with Colbert's ability to scan both the insert and the folding carton during the final manufacturing process and provide a certificate of compliance that meets cGMP standards and complies with FDA regulations.