

Healthcare Packaging

Life Science Packaging Materials Playbook

Playbook Profile Guidelines & Ad Specs

Congratulations! Thanks for being a Healthcare Packaging playbook sponsor. As part of your sponsorship, you receive a two-page profile. To keep the price as low as possible (which is the price we quoted you), we ask that you:

- Supply all content in a finished, ready-for-layout format
- Limit art elements to those in our template (see the pages that follow)
- Limit copy to 3,500 characters. Please avoid bulleted lists because they introduce uncertainty in the layout that can result in additional rounds of changes at additional charge.

Please note, we permit two rounds of corrections with a third and final approval round (with no changes). *We recommend that you take extra time to consolidate all your changes with each round, rather than finding new things on round 2 that you didn't notice on round 1.*

Please note, additional charges of \$175 per hour will be incurred for the following:

- Creation of any art elements from scratch (charts, graphs, custom images, etc.)
- Exceeding allotted number of rounds of corrections (\$500 per additional round)
- Re-submitting revised copy after it has already been laid out
- Designing pages that have more art elements than will fit in our standard template
- Copy that has to be edited to fit

2 photos - Approximately 2.5-in x 2.5-in at 300 dpi. Your images will be cropped to fit if not the correct size/dimension.

Company logo - Vector based Adobe Illustrator EPS file

Main company information - Company name, address, phone, and website URL.

Profile body copy - Approximately 2,800 characters total. Formatted in paragraphs only.

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Company Name

Company Logo

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Company Name | 1290 Address Rd., City, ST 00000 | www.companyname.com

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VENDOR SELECTION RESOURCE GUIDE

Profile Page 1

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Company Name

Company Logo

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VENDOR SELECTION RESOURCE GUIDE

Profile Page 2

Ad Page

Ad is displayed on the left side of the page to the right.

Image size: 1.6" (W) x 1.5" (H)

Color Mode: RGB

Headline: Approximately 45-70 characters

Body: Approximately 120-300 characters

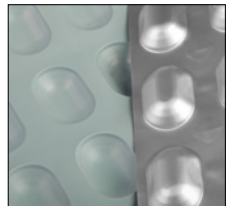
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continued

Best practices in pharmaceutical blister packaging

CONSTANTIA FLEXIBLES

Cold Form and Child-resistant Foils



Constantia Flexibles is a leading provider of cold form foils offering ultimate protection against moisture, light, oxygen and other gases. Various material compositions are available including PA-aluminum-heat seal lacquer; PA-aluminum-PVC; PA-aluminum-PP; PA-aluminum-PE; PVC-PA-aluminum-PVC; and PP-PA-aluminum-PP.

[LEARN MORE »](#)

3. Don't neglect the effect of different temperatures (20, 40, 60 degrees), on stress and shrinkage of primary plastic packaging, which can appear during long-term stability tests.

4. Ensure the product recipe is completely finalized before engaging the packaging development process. As tempting as it may be to begin beforehand, if the product requirements change mid-stream, it can create more work rather than save time.

5. Traditional 25-micron push-through lidding foils can pose problems in dispensing to elderly patients. This has been overcome by reducing the gauge to a more senior-friendly 17 micron and 20 micron foil, reducing the push-through force.

6. Watch for solvent-based heat seal lacquers to be gradually supplanted. As we move towards more patient sensitive and environmentally friendly world, experts predict that waterborne coatings will become the new standard in the field. 🌱

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