

April 2008

Winner of an Alufoil Trophy 2008

Novartis wallet concept is an Alufoil winner

Novartis Consumer Health has won a prestigious Alufoil Trophy 2008 for its user-friendly Nicotinell L-Pack.

“This wallet-style pack is an example of the successful combination of materials. The L-Pack also represents a successful partnership between product and pack development, to produce a convenient anti-smoking aid,” said Head Judge Arne Russ, purchasing director of confectionery specialist August Storck.

The packaging design challenge for this Nicotine Replacement Gum pack was to keep both the size of the gum and the number of gums per blister unchanged within the wallet-style pack. The solution was to fold the blister onto the foil side to provide protection from accidental perforation.

The L-Pack blister is made of PVC/PVdC and aluminium: Flexo print on the outer side/pre-lacquer/alufoil 20µ/heat-seal lacquer/transparent PVC/ PVdC (250µ/23µ). The blister is attached to the carton so that it self unfolds when the L-Pack is opened and returns to the folded position when closed. The design merges primary and the secondary packaging into a single entity to give protection, communication and dynamic functions.



An innovative triangular fold was designed so that one side of the pack can be closed. This required an additional step in the manufacturing process as the fold could not be produced with standard cutting, creasing and gluing equipment. It provides good rigidity to the L-Pack and the triangular shape means the L-Pack's dimensions are very close to those of the folded blister.

A patient information leaflet (PIL) is attached inside the pack to ensure information is always available to the consumer and a repositionable glue tape maintains it closed and folded. A printed inner panel provides space for extra brand communication.

The Nicotinell gums blisters and the L-Pack are sourced from a third party manufacturer. The alufoil is sourced from Alcan Packaging and Enteco Pharma.

“Winning an award is important to us because it shows that Novartis Consumer Health has best in class packaging solutions and it also demonstrates that we can be very creative even when using standard materials (blister with aluminium foil and carton),” said Lionel Jeannin, Global Packaging Project Manager - OTC, Novartis.

The annual Alufoil Trophy is organised by the European Aluminium Foil Association.

High resolution pictures of all winners are available at www.alufoil.org as well as a list of all entries.

Further information:

Guido Winsel
Director Communication
European Aluminium Foil Association
Am Bonneshof 5
D - 40474 Düsseldorf

Phone: +49 (0)211 47 96 191
Fax: +49 (0)211 47 96 408
enquiries@alufoil.org
www.alufoil.org