



**WORLDSTAR  
WINNER 2013**

## **Pharmaceutical & Medical**

**24 Entries**

**11 winners**

**Entry Name:** Alukbliss – Alu look film  
**Entry Number:** 0237/MP  
**Company:** ACG Pharmapack Pvt. Ltd.  
**Country:** India  
**National Competition:** India, Indiastar  
**Email:** anu.george@acg-world.com  
**Website:** www.acg-pharmapack.com

Alukbliss is an innovative product which is identical to Cold Form Blister foils in appearance, with the barrier of PVC. It is an excellent anti counterfeit solution which gives the product a distinct identity and a very aesthetic appearance. Suitable for stable formulations which do not require high barrier protection. Benefits - thermoformable films, unique appearance, not prone to denting (facilitates stacking), multiple blisters in single carton reduce secondary packaging cost, enables product differentiation, can be customized as per barrier needs



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**Entry Name:** AXOM 3-OMEGA 3  
**Entry Number:** 0173/MP  
**Company:** Graphica Bezalel Ltd.  
**Country:** Israel  
**National Competition:** Israel, Israel Star  
**Email:** eyal@grafica.co.il  
**Website:** www.graphica-bezalel.com

This original and unique design-of a carton package, contains a bottle of Omega food supplement for children. Printed cubes riding one on top of the other "catching the eye", protecting the bottle, and at the same time presenting the data of the content in an appealing look! The product is Omega drops for children. The package is designed like a game of cubes, that allows the child to open and detach, to reveal the bottle. The child treats this like a game, which makes it easier for the parent to feed him the Omega drops.



**Entry Name:** Bottle for 30 & 60 Tablet/ Capsule  
**Entry Number:** 0072/MP  
**Company:** Ocean Herbal & Lifecare Pvt. Ltd.  
**Country:** India  
**National Competition:** India, Indiastar  
**Email:** biswaranjans@tataelxsi.co.in  
**Website:** www.oceanherbal.com

This is a bottle packaging, containing Ayurvedic medicinal tablets /capsules. The bottle has a unique dispenser, designed to dispense one or two tablets/capsules at a time, when tilted. The bottle has a distinct trapezoidal shape which is comfortable to hold and a large diameter cap for easy to open grip. The base of the bottle has four tiny protrusions which prevent the base surface from touching the dusty floor and keeps the bottle clean from the bottom which avoids dust contamination while handling. Extra wide visible area in the front for branding.



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**Entry Name:** Cook Urological Bakri Package  
**Entry Number:** 0069/MP  
**Company:** Prent Corporation  
**Country:** USA  
**National Competition:** United States of America, AmeriStar  
**Email:** lpipik@prent.com  
**Website:** www.prent.com

The Bakri thermoformed package organizes two sets of product for two separate procedures, thus reducing preparation time when seconds are valuable in life saving situations. The thermoformed solution of a tray and retainer combination will hold various product lengths, provides ease of use, and protection for a pouch application. The retainers tip cavity retains the tubing end, various tubing lengths are coiled then die cut flaps are folded and snapped together to hold the tubing in place. The tray holds it own product.



**Entry Name:** Eparema Leaf Blister  
**Entry Number:** 0160/MP  
**Company:** Takeda  
**Country:** Brazil  
**National Competition:** Brazil, Premio Abre Design e Embalagem / ABRE  
**Email:** bruno.gallerani@takeda.com  
**Website:** www.takedabrasil.com/br/takeda

The leaf blister translates the brand belief, "The natural choice of a good digestion", since the product is a phytomedicine made of the combination of three plants. It is innovative not only in the format, but in creating the perfect link between the product composition and the brand message. It is also more appealing in point of sales and helped the brand to become leader in the month of launch, representing a growth on YTD of 69.7%, in value.



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**Entry Name:** Fleximed Easymix  
**Entry Number:** 0014/MP  
**Company:** Hoffmann Neopac AG  
**Country:** Switzerland  
**National Competition:** Europe, Etma Tube of the Year  
**Email:** martina.bracher@neopac.com  
**Website:** www.neopac.com

Fleximed Easymix is a flexible medical tube that serves as a smart and unique alternative to glass for parenteral packaging. Fleximed Easymix offers interesting advantages in terms of simple and safe handling of parenteral drugs and exact mixing of two or more substances. Fleximed Easymix has excellent oxygen and water vapor barrier properties and offers the unique ability to mix two or more components prior to injection or application. The tube can be produced with two or more chambers to fill dry/liquid or liquid/liquid products.



**Entry Name: High Performance Premium and Safety pack for Pegstim**

**Injection**

Entry Number: 0359/MP  
Company: Cadila Healthcare Ltd.  
Country: India  
National Competition: India, Indiastar  
Email: manojteluguntla@zyduscadila.com  
Website: www.zyduscadila.com

High performance premium and safety pack making innovative use packaging system for PreFilledSyringe(PFS) offering superior protection, convenience, visibility, disposability, economy and marketing edge. PVC tray with special grooves locks PFS in place, which does not allow accidental pressure on plunger rod and protects product loss and sterility during transportation and handling. The stand out graphics with UV printing offers additional aesthetics to pack.



**Entry Name: Magic of Color Changing Printing (First time in the World)-Ignitor**

Entry Number: 0360/MP  
Company: Cadila Healthcare Ltd.  
Country: India  
National Competition: India, Indiastar  
Email: manojteluguntla@zyduscadila.com  
Website: www.zyduscadila.com

The Global maiden success where novel printing technology on carton that changes color, from Purple to Green, when seen in different angles, creates unique differentiation & new perception to product whose indication “ Improving sexual desire from state of non desire” i.e. changes mood of patients from packaging perspective too. Colors have been selected scientifically. The pigment is developed by Merck, Germany, which is used during offset printing by a special process to achieve this color change.



**Entry Name:** MENTHOPLUS PAIN BALM IN SMALL PACK OF WEIGHT 0.96g IN “BI- COLOUR INJECTION” AND WITH EMBOSSED EFFECT OF ONE COLOUR ON OTHER

**Entry Number:** 0108/MP  
**Company:** EMAMI LIMITED  
**Country:** India  
**National Competition:** India, Indiarstar  
**Email:** manas@emamigroup.com  
**Website:** www.emamilttd.in

The single piece pack with fine registered two colour decoration where the brand name is created (embossed effect) in a different colour on top of the base of the other colour. This innovation was developed in “Stack Mold Technology” and bi-colour injection process. This recyclable moulded 0.96g pack is an alternative to a sachet pack (laminated) towards sustainability. To reach maximum consumer LUP always takes the lead. Simultaneously recyclability of such a pack is very important.



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**Entry Name:** Personal Medication Planner (PMP)™  
**Entry Number:** 0196/MP  
**Company:** Webstercare  
**Country:** Australia  
**National Competition:** Australia, Australian Packaging Design Awards  
**Email:** design@webstercare.com.au  
**Website:** www.webstercare.com.au

The Personal Medication Planner (PMP)™ is an innovative medication management solution, which is professionally packed by your pharmacy. The simple dose instructions are proven to increase compliance to over 95%. A wealth of medical information is provided, which is vital in an emergency. The medication profile is hidden inside the cover, which provides complete privacy for confidential information, while protecting medications from light, moisture and damage..



**Entry Name:** Transdermal Drug Delivery Device for Pain Relieving Drug  
**Entry Number:** 0308/MP  
**Company:** M/s Cadila Healthcare Ltd.(Zydus Group)  
**Country:** India  
**National Competition:** India, Indiarstar  
**Email:** sonalgrewal@zyduscadila.com  
**Website:** www.zyduscadila.com

Novel pack where packaging plays an active role in containing, protecting and delivering drugs via transdermal route. The drug is sandwiched between upper and lower packaging films termed as Backing and Release Liner respectively. Lower packaging film is Metallised, Silicone coated polyester having inclined slit for easy peeling off while applying. While upper packaging film is corona treated polyethylene film. The high OTR of polyethylene film allows skin to breathe whereas low MVTR hydrates skin and increases drug permeability across Skin.

