

Specialty Labels for Autoinjectors

## Branding with Functionality

**SHL GROUP** *Innovative pens and autoinjectors improve patients' personal flexibility. SHL Medical develops these intelligent drug delivery devices for pharmaceutical and biotech companies. The product design plays an increasingly important role in these developments. On the one hand, it increases ease of use and on the other hand, it lowers the hurdle for patients to use the injection systems in public. The specialty labels by Schreiner MediPharm provide SHL's autoinjectors with a unique look and additional functionalities that enhance convenience and safety.*

SHL offers its customers integrated solutions across the entire process chain from design and development through the manufacturing process including final assembly, labeling and packaging. High qual-

ity and optimal time to market are critical. For the DAI™ and Molly™ models, Schreiner MediPharm developed customized sample labels for demonstration of the autoinjectors to pharmaceutical manufacturers. The specialty labels emphasize branding components and have several integrated features. The anti-slip varnish improves grip

and avoids slipping during the injection. A detachable label part is integrated for documentation of the medication. For brand protection, the label is equipped with a hologram. Furthermore, the printed QR code allows the end user to directly access the manufacturer's website to receive further information such as a demonstration video for the correct use of the autoinjector.

"The development and manufacturing of autoinjectors up to serial production is a complex process. The multi-functional marking solution by Schreiner MediPharm underscores our aim to continually innovate at all levels and provide the best solutions for our partners," says David Markham, Project Manager from SHL.

