

## **BD Medical, Burgopak and Linhardt exhibit their innovations at PHARMAPACK 2010!**

Paris, November 27, 2009. As the first international platform dedicated to innovations in packaging and drug delivery for the pharmaceutical industry, Pharmapack 2010 technological showcase will gather a large profile of exhibitors. Over 200 leading manufacturers and suppliers of products and services will present their innovations and their latest developments.

Here is a preview of the new packaging solutions developed by BD MEDICAL, BURGOPAK and LINHARDT to improve patient compliance and safety.

### **BD MEDICAL**

#### **A new disposable autoinjector more convenient for patients**

An increasing number of patients suffer from chronic diseases. Now, thanks to significant medical progress, patients are able to care for themselves at home by performing their own subcutaneous and intramuscular injections. To meet the requirements of this new market, BD has developed BD Physioject, a disposable autoinjector designed to facilitate self-administration of injectable medication. When BD developed BD Physioject, they took into account all sources of information, including the opinions of patients, doctors, the pharmaceutical industry and the health authorities. In this way, a large number of quantitative and qualitative studies have made it possible to characterize the feedback from patients. Inside the BD Physioject system is the BD Hypak SCF 1ml long prefilled syringe, which is the container of the vast majority of pharmaceutical clients. The latter propose BD Hypak on the market of innovative treatments, in therapeutic categories as varied as multiple sclerosis, anemia, rheumatoid arthritis as well as other chronic diseases less known to the general public. BD Physioject was tested in a phase I clinical test that proved its effectiveness and showed that it was similar in performance to an injection administered by a nurse. This test also indicated that BD Physioject is preferred by patients. Its simplicity of utilization and the reduced pain perceived by patients during the injection undoubtedly account for the preference that patients show for BD Physioject.

**Booth : A23/A25**

### **BURGOPAK**

#### **Award-winning packaging for patient compliance**

Burgopak will be showcasing their award-winning, patented pharmaceutical packaging at Pharmapack 2010. Burgopak's pharmaceutical packaging is designed around a unique operating system that has been optimised for production on the company's new Bosch Sigpack machinery. The innovative pharmaceutical packs incorporate Burgopak's patented sliding mechanism, keeping the patient information booklet, blisters and outer carton conveniently connected at all times. Essential information is always clearly displayed whenever the product is used, the design is user friendly and portable, and allows for maximum opportunity in brand communication. The pack's high structural integrity also extends its lifespan and ensures that the patient retains the entire pack intact at all times. This pack has won the top compliance packaging awards in the US and Europe. Four basic designs can be adapted to meet your requirements, each of which can be customised to accommodate nearly any pill, blister or leaflet size. Burgopak currently offers single-blisters, double-blisters, dual product single blister, child resistant and senior-friendly designs. Burgopak's latest addition to its pharmaceutical series has achieved the U.S. Consumer Product Safety Commission's F=1 child-resistant and senior friendly standard, in conformity with US regulatory standards for poison prevention packaging. Unique and complex to make, Burgopak's patented sliding mechanism

discourages counterfeiting and piracy. Used in Burgopak's range of pharmaceutical packaging, the mechanism and related features are protected by a number of international patents. Burgopak can also incorporate state-of-the-art anti-counterfeit features in its packaging.

**Booth : B6**

LINHARDT

**Orikura, a tailor-made closure**

The Orikura system combines tamper-evidence with a plastic Nozzle especially for small diameter aluminium tubes. The assembled nozzle and cap are pre-fitted onto the tube, ready to be activated with a simple twist of the cap. It's no longer necessary to remove a separate tamper-evident ring or sleeve. Therefore the product is perfectly protected by a membrane until the first integrated piercer perforates the membrane to release the product. The ergonomic plastic nozzle allows a convenient, easy and targeted application of the product. Handling of the complete system is very easy by simple unscrewing of the nozzle. The orikura system offers a perfect combination of convenience for sensitive products. The company will present further innovations such as the Medicipen for simple and precise application of liquids.

**Booth : E13**

*High definition pictures are available on request.*

*Pdf version of this press release is available on : [www.pharmapack.fr](http://www.pharmapack.fr)*

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