

# AlertPak™

Designed to **REMIN**D

## AlertPak ... Executive Summary

- Innovative Patent-Pending Pharmaceutical Package
- Unit Dose Package that Promotes Patient Compliance
- Quickly Assembles into a Branded Pop-Up Display
- Fully Customized with Branding and Drug Information
- Accommodates a Wide Range of Blister Cavities

## The Pop-Up Compliance Package Designed to Remind

AlertPak™ is a unit dose packaging solution for pharmaceuticals that promotes patient compliance through its innovative pop-up design. The unique compliance package is “designed to remind” patients to take their medication by “popping up” into a branded display package that patients can set on a kitchen or bathroom countertop. The package can be quickly assembled by the patient and is designed to be senior-friendly. AlertPak can also be quickly disassembled to accommodate the patient’s storage or travel needs. The integrated blister pack is encased in paperboard and can be customized to accommodate a wide range of blister cavities.

AlertPak replaces amber medication bottles and nondescript blister packs that require the patient to keep track of their dosages and remaining quantities. It is primarily paper-based and enables pharmaceutical companies to fully brand the package and print dosage numbers, dates or other instructions used to serve as a reminder for patients. AlertPak is fully customizable by pharmaceutical companies and provides for design flexibility without a significant capital investment. It is easily adaptable to standard form, fill and seal equipment.

## Protect AlertPak with the Power of PharmaGuard

Based on Colbert's award-winning, patented BlisterGuard® security package, PharmaGuard™ is a tear, bite and moisture resistant solution designed to help pharmaceutical manufacturers achieve their F rating goals. Offering enhanced packaging security, PharmaGuard combines Everest® Safe-Pak™ solid bleached sulfate paperboard from International Paper with multilayer Valéron® Strength Film. By integrating the PharmaGuard solution into AlertPak, and other patient compliance packages, prescription medications can be safeguarded against child tampering. PharmaGuard can also be recycled in programs that accept mixed material packaging, meeting the sustainable packaging requirements of drug manufacturers and pharmacies.

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# Stop Patient Noncompliance with AlertPak

