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## IMMEDIATE RELEASE

April 09, 2013

### Mederma® Stands Out Via Vividly-Colored Packaging Provided By Pharma Packaging Solutions

**Norris, TN** – *Pharma Packaging Solutions (PPS)*, a contract packager for the pharmaceutical and healthcare industries, successfully combined several high-end elements to achieve superior design and structurally sound product packaging for one of its top customers. Merz USA was looking to revive its Mederma® Stretch Marks Therapy packaging, which was not measuring up to the product's top quality market positioning. Little Big Brands redesigned the package and *PPS* produced a new carton to incorporate several essential components such as structural integrity, high-end graphics and anti-theft protection.

*PPS* addressed the customer's concern about product visibility at the bottom of the shelf by printing the new carton with a more vivid purple hue, achieved via a 10-color printing process. The new carton provided an enhanced sheen via the use of brushed nickel silver foil board. The embossed logo catches the light and stands out more than on the previous packaging. The interior carton features special tabs to secure the product in place. Moreover, the new package contains a check point label aimed at deterring theft. *PPS* designed two versions of the package with specific distribution channels in mind. For Wal-Mart distribution, which requires the product to be enclosed into a clam shell, *PPS* designed a less expensive/windowless version of the product packaging. The window version of the package, featuring the Velcro dot flap closure can be used in all other shelf placements.

As stated in *Packaging Design* magazine, the new packaging was a success, making the product stand out on the shelf, regardless of its placement:

*While the carton and the tube were redesigned concurrently, "we made the collective decision that the carton needed to be hero," Long says. "That the carton needed to sing, and would lead the tube." And sing it does, according to Jessica Wright, associate director of over-the-counter products marketing, Merz. "We have a fantastic product that was often overlooked on shelf because its aesthetic was so quiet," says Wright. "The redesign not only gave Mederma Stretch Marks Therapy a much more premium look. And the best part—you literally cannot miss it!"*

April 8, 2013 Jeff Fleischer

<http://www.packagedesignmag.com/content/attention-grabber>

Learn more about this and other *PPS* custom packaging solutions at Interphex, in New York, **booth #2489**.





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### **About Pharma Packaging Solutions**

[www.PharmaPackagingSolutions.com](http://www.PharmaPackagingSolutions.com)

*Pharma Packaging Solutions (PPS)* is a contract packager for Rx, OTC, Private Label and Dietary Supplements industries. Versatile packaging lines enable competitively priced packaging of small-to-large batch sizes. *PPS* delivers primary and secondary packaging, in the forms of bottle filling, blister packaging, pouching, secondary packaging, repackaging, rework, folding carton production, compliance packaging design and production (CRx TM package-patented). Its services and capabilities encompass branding, innovative and sound structural design, creative marketing solutions, high quality people and systems, all orchestrated to ensure product packaging that is safe, secure, and compliant. *PPS* maintains an impeccable regulatory record and is approved by the DEA, FDA and MHRA (EU). *Pharma Packaging Solutions* has been serving the pharmaceutical industry since 1993 and has operations in Ohio and Tennessee.

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