

HCPC Member Packaging Technology Development

Med-Easy® is MWV Healthcare's latest innovation in a line of pharmaceutical packaging products developed to improve the consumer experience and maximize supply chain efficiencies.

Med-Easy® is convenient, discrete and easy to use. The design of the package was based on in-depth interviews with consumers in major European cities in early 2009. "Our research showed that consumers often take medication when they are on the go. It's common for them to put a couple pills in a pocket or purse for the day," said Dr. David Spackman, director, MWV Healthcare. At the same time, consumers don't want it to be obvious to others when they take medication in public, so we developed a packaging solution that is easy to open, discrete and small enough to carry around, without having to leave the medication information and dosing instructions behind."



Med-Easy is comprised of a slim, rectangular outer carton that opens like a book or diary to reveal a foil-backed blister card that slides up from the right side of the pack. Med-Easy® is intuitive and *can be opened with one hand*. Consumers also have the option to separate the blister from the outer pack, ensuring the pack fits with their lifestyles.

Despite the compact packaging, there is a significant amount of space within the outer package and inner flap for branding, making it easier for consumers to identify the medication and read instructional labels, while enhancing the visual impact for brand owners.

MWV's Med-Easy was designed to help pharmaceutical manufacturers differentiate their brands and products in a way that is simple and flexible, requiring minimal investments in capital. While the consumer may think this package has a new look and feel and offers customized benefits, to the customer's machine or cartoner it will run like a standard seal-end carton. This was validated with a proof of concept trial with a major machine manufacturer.

Med-Easy offers brand owners many options for differentiation:

- Scalable and customizable
 - Flat billboard space for branding and/or education
 - Ability to print directly on pack both inside and out
- Flexibility to alter or maintain blister layout and tooling
- Instructional leaflets can be pre-inserted
- A tamper-evident tear strip along the top or side of the package can be added
- Option to be shipped in a 'ready to retail format' with display carton/dispenser
 - Format improves shelf presence for manufacturers, pallet configuration and sustainability for transport, and in-store efficiencies for retailers

Med-Easy was designed to fit into existing lines with minimum changes while allowing maximum flexibility. In addition, Med-Easy allows quality graphics to be printed on both the outside and inside panels. This additional branding space provides optimal shelf impact and visibility.

Drug manufacturers appreciate that Med-Easy helps to distinguish their product, while remaining simple to manufacture. Retailers value the differentiation for private label brands and in-store efficiency that Med-Easy provides.

About MWV

MeadWestvaco Corporation (NYSE: MWV), provides packaging solutions to many of the world's most admired brands in the healthcare, beauty and personal care, food, beverage, media and entertainment, home and garden, tobacco, and commercial print industries. The company's businesses also include Consumer & Office Products, Specialty Chemicals, and the Community Development and Land Management Group, which sustainably manages the company's land holdings to support its operations, and to provide for conservation, recreation and development

opportunities. With 21,000 employees worldwide, MWV operates in 30 countries and serves customers in more than 100 nations. MWV manages all of its forestlands in accordance with internationally recognized forest certification standards, and has been named to the Dow Jones Sustainability World Index for the sixth consecutive year. For more information, please visit www.mwv.com.