

# Customer Success Story

## A RECYCABLE NEW PACKAGING SOLUTION FOR THE COMPANY DR. PFLEGER ARZNEIMITTEL GMBH



People are what counts – the foundation-supported company Dr. Pfleger Arzneimittel has been committed to this motto for nearly 80 years already. It is therefore not surprising that the medium-sized company has proactively pursued future-oriented optimizations for people and the environment. Where better to do this first than in one's own company? This is why Dr. Pfleger is developing a new packaging solution in cooperation with ETIMEX Primary Packaging which the company can use in the future to offer a well-known and established product as a sample version in fully recyclable packaging.



Dr. Pfleger Arzneimittel, a long-established company in Bamberg, has already worked for many decades and by now with more than 400 employees on the manufacture, development, and distribution of medicinal products. The company offers a comprehensive range of products. With more than 60 medicinal products and medical devices in the fields of urology, dermatology, gynecology as well as self-medication for pain, hoarseness and hair health, the work at Dr. Pfleger is always focused on the well-being of people. Because, for the company, it is people who count – yesterday, today, and in the future.

### From the product to the packaging: sustainable solutions made for the future

This focus on people applies down to the tiniest detail. Because Dr. Pfleger is well aware: It is not only the company's own medicinal products themselves but also related topics, such as the packaging solutions used, that are an important contribution to future-oriented and sustainable actions. For the environment and thus for people.

This is precisely why the company approached ETIMEX in March 2021 for collaboration. In addition to aluminum cans, the well-known product was to also be offered in the future in the form of a sample in a recyclable packaging variant. The goal: sustainability in the case of the sample as well through a fully recyclable single material solution such as the PURELAY® monoblister.

### From test run to product sample

As soon as the objective was known, the development work was able to start. The path to the finished packaging solution began with various test runs with the new material. To do this, Dr. Pfleger received several small rolls of the mono PP to be used and was thus able to conduct test runs on its own machines. To ensure that the tests could be run as efficiently and expediently as possible, developers from ETIMEX were also on site – and were able to assist the customer directly with tips and information for a seamless conversion of the machines.

After successful testing, an initial monoblister was able to be produced for the customer's product in order to check the new solution for haptics and ease of push-through. The challenge along the way to the finished packaging solution: Especially in the case of new solutions in the pharmaceutical industry, the sample preparation times are normally long since a number of specifications regarding product innovations must be met as precisely as possible.

### Product sample in the new PURELAY® monoblister

Nothing is impossible. Even if the requirements are stringent and the implementation phases in the pharmaceutical field are lengthy – after about two years the PURELAY® monoblister was able to be successfully validated as new packaging.

The product sample is already being given out and offers the consumer the option of testing the product through individually removable pastilles.

» This sustainable solution gives us the opportunity to have ipalat® throat pastilles tested by our future customers. In this way, they can convince themselves of our product before they buy it. «

says Corinna Spies, Brand Manager at Dr. Pflieger Arzneimittel.

That is a very good and important sign. Future-oriented companies in all industries are needed. Companies that initiate change today so that it can be implemented tomorrow or even the day after. Dr. Pflieger Arzneimittel puts the focus of its own work on the people for whom its products are made. In doing so, sustainability and environmental awareness also naturally play a key role. As a result, new paths that can connect people and the environment in positive ways are found.



More information at  
[www.etimex.de](http://www.etimex.de)



FOLLOW US.