

## **Honeywell white paper: Pharma packaging has become highly demanding**

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As per the whitepaper authored by Dr Thomas Dries, Honeywell's Market Development Manager Europe, Healthcare & Packaging, drugs in today's pharmaceutical environment are more demanding than ever before. The pathway to a successful launch has become more difficult as pharmaceutical companies face a variety of internal and external pressures.

Beyond safety and efficacy pharma companies have to demonstrate treatment effectiveness and improved outcomes of newly launched medicines versus next best alternatives already marketed. At the same time growing external cost pressures are adding to creating a much leaner Pharma-internal environment geared to streamlining processes at the boundaries of Drug Discovery, Pharmaceutical Development and Pharmaceutical Operations.

"Doing it right the first time!" and "Doing more with less!" have become the name of the game in many companies. Beyond safety and efficacy Pharma companies have to demonstrate treatment effectiveness and improved outcomes of newly launched medicines versus next best alternatives already marketed. At the same time growing external cost pressures are adding to creating a much leaner Pharma-internal environment geared to streamlining processes at the boundaries of Drug Discovery, Pharmaceutical Development and Pharmaceutical Operations.

In this context, packaging solutions that address multi-stakeholder needs holistically have gained growing importance. This holds true in particular for the packaging of oral solids - still the most preferred dosage form. The high global prevalence of blister packs as observed today is based on a unique combination of value creating features such as flexibility in pack design and processing. This paper therefore, focuses on thermoformed packaging which increases the likelihood of passing stability tests and simplifies patients' lives as well as the entire pharmaceutical value chain.

In conclusion, the report mentions that today's pharmaceutical manufacturers must reconcile a wide range of disparate needs to successfully launch a drug. Globalization brings with it the need for better shelf, simplified supply chains, and greater productivity.

The emphasis on the drug formulation pipeline plus the physical and chemical nature of new APIs is also driving the need to optimize packaging choices holistically. At the same time, there are ongoing efforts to develop slimmer packs with smaller footprints that better match users' lifestyles.

These trends result in more restrictive conditions that can impede the introduction of new products. To counteract these constraints, pharmaceutical companies are turning to ultra-high barrier thermoform films, such as Honeywell Aclar ® Films, that address multiple stakeholder needs. A thermoform platform increases the likelihood of passing stability tests and simplifies patients' lives as well as the entire pharmaceutical value chain.