

PRESS RELEASE
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Stora Enso Oyj with DDSi Winner of HCPC-Europe Packaging Award 2008



The HCPC-Europe Trophy



Stora Enso Pharma DDSi packaging solution



*From left:
Dr. Thomas Dries, Chairman HCPC-Europe,
Marcus Dehlin, Stora Enso, Tassilo Korab,
Executive Director HCPC- Europe*

At this year's HCPC-Europe's conference about compliance enhancing packaging, which took place in Vienna on Nov. 6th, the role of packaging in the context of patient adherence was discussed by an international forum of experts. Innovative packaging solutions with reminder features and other elements to help patients to take their medications as prescribed were presented and the annual HCPC-Europe Packaging Award was given to a pack that, according to the jury, offered the most comprehensive support.

Out of a large number of entries the jury shortlisted three outstanding packaging solutions for the award: **Protomed's Biodose**, an individualised medication management system, that accommodates oral liquid medicines alongside tablets and capsules, **August Faller KG's and Bayer Schering's Triquilar Wallet** with Dry Peel week label, an easy to carry consumer oriented pack and Stora Enso Oyj's Pharma DDSi packaging solution.

The jury, HCPC-Europe's Board and Advisory Board members, made their decision based on a "Pugh Matrix" evaluation, containing criteria as design (use of colours, icons, reminder aids and readability), ease of use (accessibility, compact, portable, longevity/reclosable, life-time appeal), intuitiveness of use, leaflet presentation, practicality/machineability and sustainability.

The trophy, incorporating Columbus' Egg^{*)}, a symbol for an innovative solution for what might appear to be a complex unsolvable problem, went to **Stora Enso Oyj's Pharma DDSi**, a ground-breaking intelligent packaging solution based on the use of a single microchip embedded in the carton, that records the precise date, time and which pill is removed from the package. By pressing an answer key embedded in the carton, the patient can record how he or she feels and responds to the medical treatment. The carton can have a beeper to remind the

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patient about the medication. The solution is compatible with the latest mobile technology, which enables such functions as an electronic diary of medication or SMS reminder. The packaging solution is completed with various scanners which transfer the package data available for healthcare personnel and even for patients themselves.

**¹ Anecdotal - folklore suggests that when Christopher Columbus returned from his voyage of discovery of the Americas in the year 1493 he was having dinner with Cardinal Mendoza who commented that it had not really been such a big deal to discover the Americas - in fact anyone could have done it. In retaliation Christopher Columbus challenged all persons present to stand an egg on end. Everyone tried but failed.*

Christopher then took the egg – he tapped it gently on the table breaking it slightly and, with this, the egg stood on its end.

Hence the Egg of Columbus.

*Allegedly the other persons did protest that they too could have done this but Christopher simply responded that yes they could have done it but **he actually did it**.*

For further information

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