

Design revolution delivers clear message for global leader

Vario, the multi-disciplinary design consultancy, has created new prescriptions medicine packaging for TEVA UK Limited, the world's leading generics pharmaceutical manufacturer.

Extensive focus group discussions with pharmacists, healthcare professionals and patients all over the UK led to an innovative design style entitled 'TEVA 360', in recognition of viewing generics packaging from every angle. The innovative, bold, modern design is a first for the industry, using different coloured roundels and clear typography effectively to distinguish product and strength for professionals and patients alike, and make it easier for patients on multi-drug therapies to differentiate more easily between their medicines. The new scheme now accommodates

space to enable Braille to be printed on the packaging.

The programme will replace TEVA UK's current APS-branded packaging with the new designs across some 400 plus product lines in multiple formats, strengths and quantities, initially changing the most frequently used products.

The move is being supported by a major advertising campaign, including teaser, launch and banner ads created by Vario, using the different coloured roundels to reflect the innovation behind the 360 approach. The design consultancy has also designed a comprehensive information pack for pharmacists, direct mail literature and envelopes, patient information sheets, a new



TEVA UK Limited supplies over 400 generic pharmaceutical products to retail and hospital pharmacies. It has the widest range of any UK generic pharmaceutical company, and has a proven track record in bringing cost-effective, generic pharmaceuticals first to market. The company changed its name from APS to TEVA UK Limited at the end of 2004.

microsite www.teva360.com, a DVD presentation of the site and other sales and information collateral.

David Jones, director at Vario, says: "This project was a huge undertaking for TEVA UK Limited given the highly regulated marketplace in which it operates. We've given careful consideration to mapping how products

will be displayed close together on the pharmacy shelf, or if they are likely to be taken together as part of a patient's therapy. As a result, the scheme we have created will aid accurate identification and, more importantly, correct dispensing, and make it easier for patients to differentiate more easily between different drugs and strengths. We're really pushing the boundaries

of generics packaging design in this industry."

Kim Innes, director of TEVA Generics, adds: "Vario's design has enabled us to introduce a step change in the ease of distinguishing between products on a busy pharmacist's shelf bringing benefits in patient safety and added ease of recognition for pharmacy staff."