

Anacin® Advanced | Case Study

EasyTab® helps preserve shelf presence and save money while meeting regulatory labeling requirements

CHALLENGE:

In order to comply with stringent regulatory labeling requirements, manufacturers of over-the-counter (OTC) drugs often package bottles in paperboard unit cartons, along with inserts that provide detailed product information.

When a major retailer reduced shelf space for Anacin® Advanced Headache Formula, the result was a dual challenge. In order to maximize face counts, the manufacturer needed to create a new package that presented the product vertically. At the same time, the retailer requested that the unit carton be eliminated entirely, which required a new vehicle for regulatory information.

Anacin® Advanced needed a solution that would maximize the brand's shelf presence despite a smaller viewing area, while combining a prime label with all the content required of an OTC internal analgesic drug.



EasyTab® is a registered patent of WS Packaging Group, Inc.
Patents US 6,413,604, US 6,858,108 and US 6,749,916.

For a free consultation

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Resealable Extended Text Labels ▲

Patented EasyTab® labels maximize printable space while minimizing packaging needed, making it ideal for small-footprint shelf spaces

SOLUTION:

WS Packaging Group recommended the patented EasyTab® extended text label from its MultiVision® label line. EasyTab® labels feature a patented pre-curve feature that allows the label to fully wrap around tight-diameter surfaces. For Anacin® Advanced, this ensured ample space for the detailed information required for regulatory compliance of OTC drugs. The label also features a patented easy-open tab that is convenient for consumers and is guaranteed to open and close under normal conditions for the shelf life of the product.

WS Packaging Group's specialists worked with the Anacin® Advanced team to produce a pressure-sensitive label with a metallic finish and all the brand impact and shelf presence of the previous package.

The result? An "outside the box" solution that provides the necessary printing space for regulatory compliance and allows more facings on the shelf despite the smaller footprint—and eliminating the unit carton resulted in a noticeable savings in cost per package.

Put the power of our innovation to work for you...