

Honeywell Aclar® Films



The Right Choice for Winning Dossiers

Honeywell

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The right package can help deliver commercial success, increasing your chances for long life in the marketplace. Create a differentiated dossier that allows you to win while also providing your customers with competitive advantage when bidding in a tender. The superior operational efficiency and lower production costs with Aclar Films versus alternative materials like alu- alu, can be key in getting your dossier selected.

Winning dossiers are those that can deliver success in the market place today and tomorrow; so why use yesterday's packaging?

The originator packaging selection may have been made over 20 years ago and may not be the right choice for your customer today. By including Aclar film in your stability and in your dossier, you can ensure a winning generic product for today's competitive generic world.

Packaging as a Competitive Advantage:

More and more, dossier developers and marketers are realizing that the packaging choices in their dossier can have significant impact on top-line

sales and bottom-line profitability. Developing products that include a thermoforming packaging option can set you apart from your competition, increase your opportunity for sales, and lower your overall costs. The right packaging choice in your dossier can create a win-win for you and your customer.

When you use Aclar film, you benefit from an efficient and flexible thermoforming platform that offers the opportunity for:

- Higher operational efficiencies
- Significant cost savings
- Flexibility in package design
- Smaller pack sizes and improved package portability

Small Pack Sizes

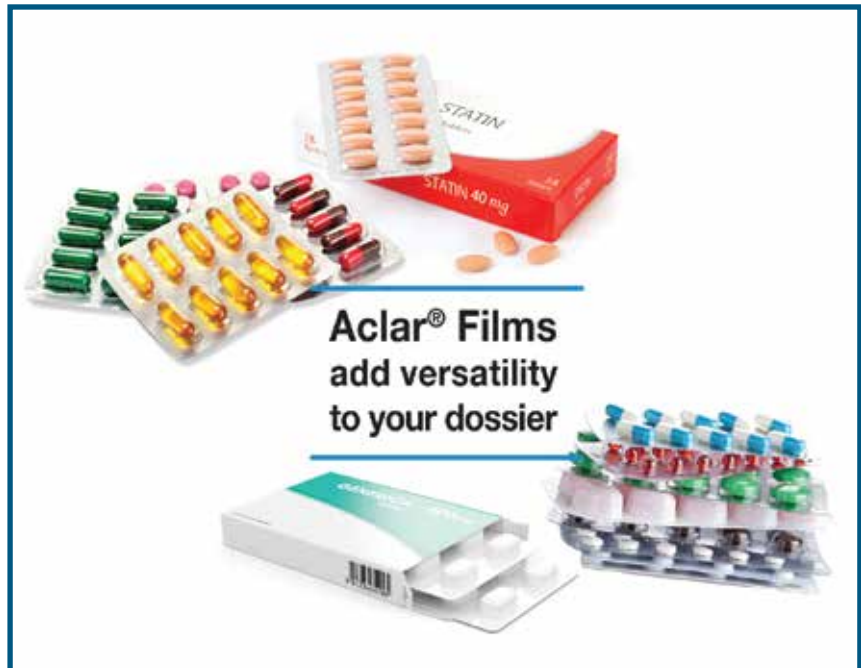
Smaller pack size delivers many advantages for multiple stakeholders. In addition to improved patient compliance, upstream benefits include:

- Lower warehousing expenses
- Decreased transportation costs
- Reduced shelf space requirements for the pharmacy

...and sales may increase since patients prefer a smaller, more convenient pack.

Contact Honeywell today to learn more about the benefits of adding Aclar Films and a thermoforming platform to your dossier.

www.aclar.com/contactus



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