

Good packaging design can reduce the incidence of medical errors.

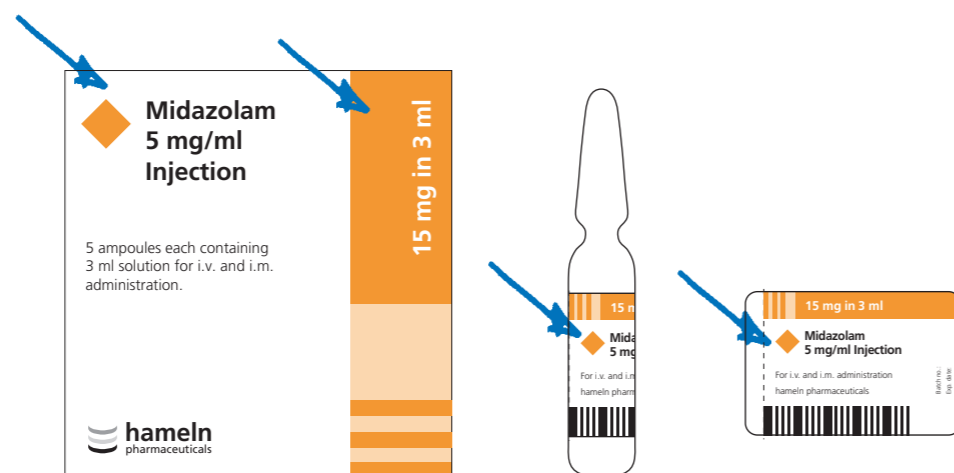
Colours, symbols and stripes help you choose the right product, accurately and efficiently.



1. The different elements:

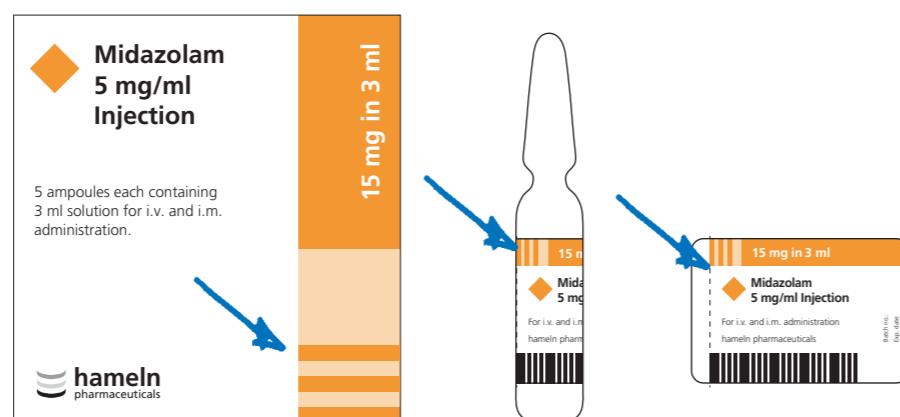
Symbols and colours

A symbol and a colour for each product - on the package and the label



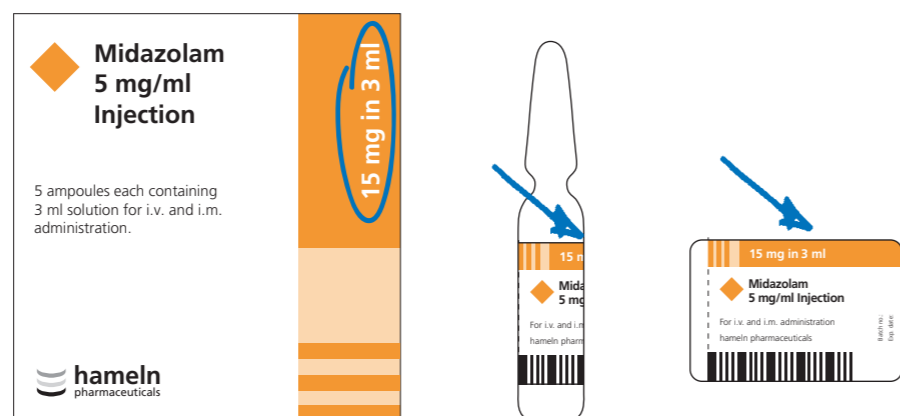
Concentration

Stripes show differences in the concentration - on the package and the label.

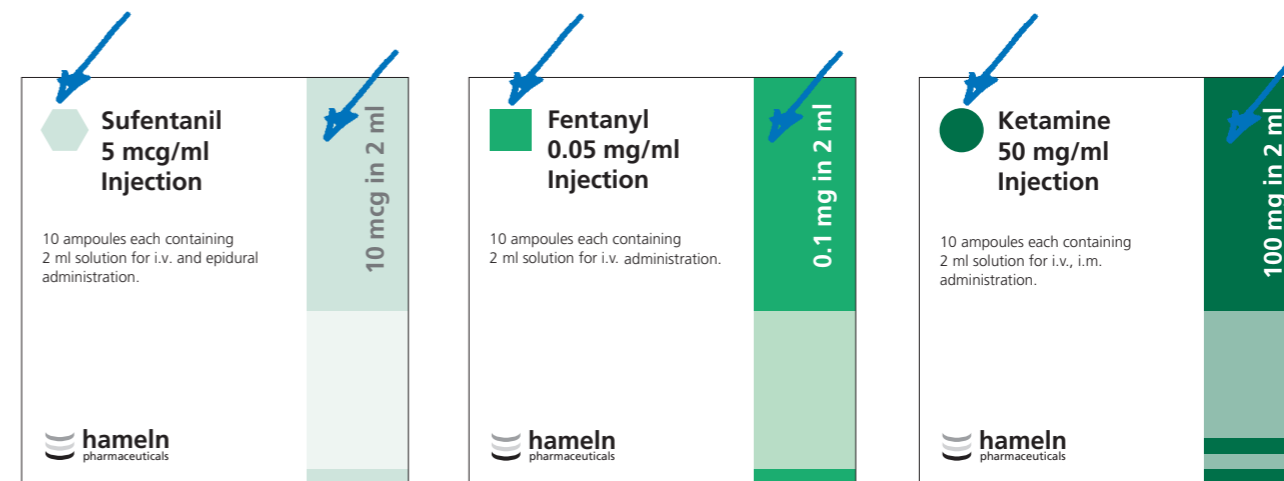


Strength in volume

The strength in volume is clearly indicated through big type - on the package and the label.



2. How it works:



One colour world for a group of products

Example: General anaesthetics.

The colour tones helps with differentiation between different products of the same group.

The coloured symbol is different for each product and draws attention to product name.

Identical substance but different concentrations

Products are identified through the symbol and colour and their different concentrations are identified through the number of stripes.

Stripes support edge recognition and act as a differentiator between concentrations. More stripes = stronger concentration.

The company name and the logo are monochrome to avoid distraction.

