

# **Rondo-Pak Introduces Multi-media Carton with HD Video Screen for Pharma & Personal Care Products**

## ***Innovative Cartons Harness the Power of Digital Media for Point-of-Purchase or Point-of-Use Consumer Messaging***

Norristown, PA – Rondo-Pak, a leading provider of quality folding cartons to the pharmaceutical, biotech and medical device industries, has developed a carton that can be equipped with multi-media consumer engagement features, including a thin, lightweight HD video screen – complete with sound – seamlessly integrated into a standard or custom-designed carton.

Blending both print and digital content, the cartons also can contain digital watermarks on web-enabled outer packaging, providing additional product info or special offers to consumers via smartphone right at the point of purchase or use. Digital content is supplemented by a broad-banner carton surface conducive to large text and vivid color schemes.

Designed not only to gain consumers' attention but also to hold it, Rondo-Pak's multi-media cartons are seen as ideal solutions for product launches, patient education kits, physician training kits, clinical trials and sales demonstrations. Here, the carton's surprisingly light weight and ease of configuration allows it to accommodate a variety of applications.

Above all, of course, it is the in-carton HD video screen that is most eye-opening. Acting as an engaging high-tech insert, the video can be uploaded with a variety of helpful data, including instructions for use, info on complementary therapies, customer support options and FAQs. Alternate languages are another possibility.

The web-enabled nature of the outer package's digital watermarking also has interactive purposes far past direct-to-consumer marketing. For Rx pharmaceuticals applications, the watermarking can serve as a layer of protection amidst a suite of anti-counterfeiting tools by providing a supply chain authentication touchpoint. Additionally, digital watermarking can be used to allow for patient online adherence and compliance tracking.

For health & beauty aid (cosmetics) applications, web-enabled digital watermarking not only can showcase in-store promotions and product launch information, but also allows for real-time online consumer preference testing and point-of-use user self-help tools. This feature also supports broader marketing initiatives, such as introducing and encouraging brand-specific smartphone Apps.

“Rondo-Pak’s multi-media cartons are the next generation of packaging – especially for products whose directions for use are more critical, as is the case with a growing number of pharmaceutical therapies, medical devices and in-home diagnostics kits,” said Victor Dixon, President & COO of Rondo-Pak. “Benefits include everything from easier-to-follow instructions to interactive experiences that would have been impossible just a few years ago.”

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### **About Rondo-Pak**

A subsidiary of Rondo AG, Switzerland, Rondo-Pak services the pharmaceutical, biotech and medical device industries by providing a broad range of quality folding cartons. The company has earned a solid reputation among packaging professionals for producing top-of-the-line cartons expediently and at competitive cost. Rondo-Pak’s sophisticated solutions include cartons for child resistant & senior friendly packaging, compliance packs and packaging for clinical trials.

Rondo-Pak is part of Medipak Systems, the Körber Group’s business area pharma systems. Körber is an international technology group that unites about 50 leading companies with over 11,000 employees and an annual turnover of more than 2 billion euro.

For more information, call (800) 254-0731 or visit [www.rondo-pak.com](http://www.rondo-pak.com).