

Paving the Way to a more Sustainable Future More Economy and Ecology in Logistics by Small and Thin Multilingual IFU Booklets

Sustainability is considered a priority across the entire pharmaceutical packaging value chain, and more and more companies are making efforts to be eco-friendly in everything they do.

The printing of Instructions for Use (IFU) or Patient Information Leaflets (PIL) represents a highly specialist print job. IFU packaging plays a critical role in delivering vital information to patients and consumers and involves printing booklets and inserts required for products, medical devices, and pharmaceuticals, under rigorous regulatory requirements. Every single prescription sold to consumers needs strictly regulated IFUs to be included as part of the pharmaceutical packaging. It is paramount, as the information included in an IFU helps to provide guidance on the proper use of a medication or device.

These days, device labelling has also become a critical business process for manufacturing companies and the manufacturer/marketing authorizing holder is required to continuously monitor product safety from PMS and update the label information as applicable. And the new European Medical Devices Regulation (MDR) has brought with it added complexity, urging companies to review their labelling structure and design.

Crucially, sustainable packaging implies using those materials with the most limited environmental impact possible, but also accounting for what goes into their production and what happens after they're used. According to The European Organisation for Packaging and the Environment, "packaging needs to be able to fulfil its enabling role in a circular economy by optimising resource use, minimising waste and extending the value in a product and the economy." However, in delivering eco-friendly packaging options, the pharmaceutical industry must carefully navigate multiple challenges, from the maintaining of the most cost-efficient processes to the preserving of ever-more complex global supply chains.

Thinprinting concept by St Michel Print has revolutionised the way IFU's and similar documents are designed and printed. With their unique all-in-one Thin Paper Booklet solution, the company is contributing to a simplified warehousing, packaging and logistics process, thus enabling businesses to increase their economic efficiency and sustainability.

Have you ever been frustrated with having to print a multitude of different language versions of IFU's, manuals and warranty documents for your product? Do you feel unease at the thought of wasting warehousing space for separate printed items included in packages destined for different market areas? Is your packaging process complicated to handle?

St Michel Print Has Got You Covered

Located in South-eastern Finland, in the Land of Forests and Paper Making, St Michel Print is part of privately owned Länsi-Savo Group which boasts a rich heritage of 133 years in printing. With almost 40 years of experience in printing on thin and ultra-thin paper, St Michel Print is currently one of Europe's leading printing houses in the field.

Over the years, St Michel Print has refined their operations, focusing on minimising waste and maximising process automation and efficiency; they're using a renewable resource, exclusively high-quality, totally wood free thin print paper sourced from reliable manufacturers in Finland and a streamlined process management.

Environmental sustainability is not easy to achieve, but St Michel Print is committed to making a difference. Close

collaboration with Europe's leading thin paper manufacturers and logistics partners enables the company to ensure fast and reliable deliveries to customers all around the world.

The Concept of the Wood-free Paper

By using coated wood-free papers, St Michel Print has combined requirements of high opacity and brightness with the increasing sustainability expectations and environmentally friendly printing solutions.

In papermaking, the term "wood-free" means that the yellowing lignin in the pulp, wood's natural binding agent, has been bleached off in chemical process. Cellulose fibres remain long and undamaged that means strength and durability in paper.

A paper is as strong as its weakest point, they say. High opacity, readability and durability are the key benefits of this type of ultra-thin paper, that is also completely recyclable and biodegradable. Manufacturing process of wood-free does not require the energy consuming mechanical grinding. Quite the contrary, the chemical pulp process is converted in a source of energy instead.

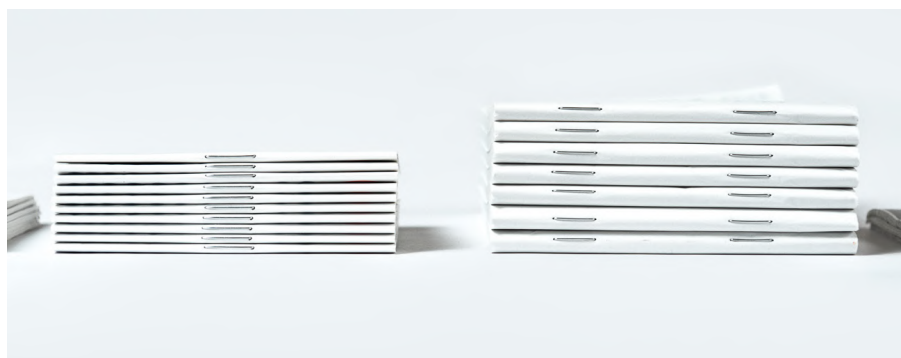
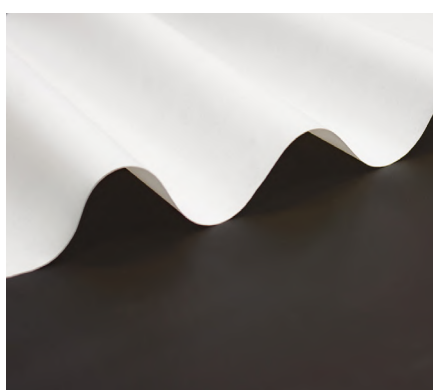
St Michel Booklet Solution: Simplify your Logistics, Why Don't You!

Handling the stock item numbers can become easy just by combining all languages into one multilingual thin paper booklet. The extremely thin paper enables the use of a bigger font size and all the pages can still be bound in one single thin IFU or warranty booklet.

Thin paper really means thin paper! By virtue of a paper thickness measuring as low



thincoat plus 60gsm / 92% / 60µm
thincoat plus 50gsm / 90% / 50µm
thincoat plus 45gsm / 88% / 47µm
thincoat plus 40gsm / 86% / 41µm
thincoat plus 31gsm / 85% / 35µm
thincoat plus 29gsm / 83% / 33µm



achieved the easy-to-handle, sustainable and consumer-friendly Booklet.

All language versions of IFU's, warranty information and legal texts are printed in only one Booklet that can be easily slipped into the product package. Due to their characteristics, the booklets can be used with ease on automated high-speed packaging lines.

There will be only one stock item number for your thin paper booklet. This means less warehousing space, a faster inventory cycle and no unnecessary stock. The tied-up capital of your warehoused products can be released for your other needs.

With St Michel booklet solution what you get is a streamlined packaging process and significant savings in shipping costs. And it's through simplified warehousing, packaging and logistics processes that increasing the economic efficiency and sustainability of any business can be achieved.



**Heikki
Suomala**

Heikki Suomala is the Director of Sales & Marketing at the St Michel Print. Finnish printing house that specializes in printing on thin and ultra-thin papers. Heikki has worked at the company for 18 years. As M.Sc. in Business Economics of Forestry his professional experience includes management, sales and marketing positions in forestry, forest industry and heavy machinery organizations. Both in Finland and North America.



**Olli
Kivijärvi**

Olli Kivijärvi is the Sales Manager at the St Michel Print. Finnish printing house that specializes in printing on thin and ultra-thin papers. Olli has worked at the company for 10 years. As M.Sc. in Forestry Planning he has a strong experience in management, sales, controlling and product development in wood industry mainly in Europe.

as 29 g/m², there is practically an unlimited printing area that can accommodate lots of information and larger font size when needed. The high brightness ensures extremely high print contrast and easy readability, whilst the high opacity created by special fillers diminishes the risk of print through. All the written information can be printed in one colour and the hazard symbols in multiple colours on the flap cover.

Ultimately, the high opacity thin paper means less truckloads and less containers; higher quantity in one truckload or container, less CO₂ emissions by transportation. And this is how you can reduce your carbon footprint and save money significantly.

Both paper thickness and weight play their important role. Lower paper substance

and caliper (thickness) means less space and weight, and this is how The Thin Paper Booklet makes sure your package is lighter and smaller.

Do You Want to Know Your Savings?

To help companies plan their tailored Booklet solution and know exactly the savings that can be achieved on a year-by-year basis, St Michel Print has devised The Thinprinting Simulator. Available on the company's website, the innovative tool provides the customer the opportunity to choose the booklet size and number of languages in one booklet.

It's all about the quintessential All-in-one solution. By combining Timson's tailored web thinprinting technology with high-quality paper, St Michel print has