

Unique product leaflet solution - The thin paper Booklet

The new standard for pharmaceutical packaging –

Provides the outstanding experience for patients on their treatment journey, very low carbon footprint and maybe the most cost-effective logistics



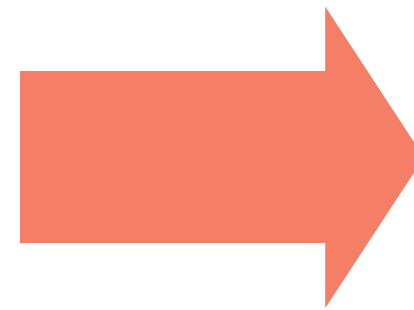
THINPRINTING

By St Michel Print

Summary



The standard leaflet for pharmaceuticals



Unique product leaflet – The thin paper Booklet

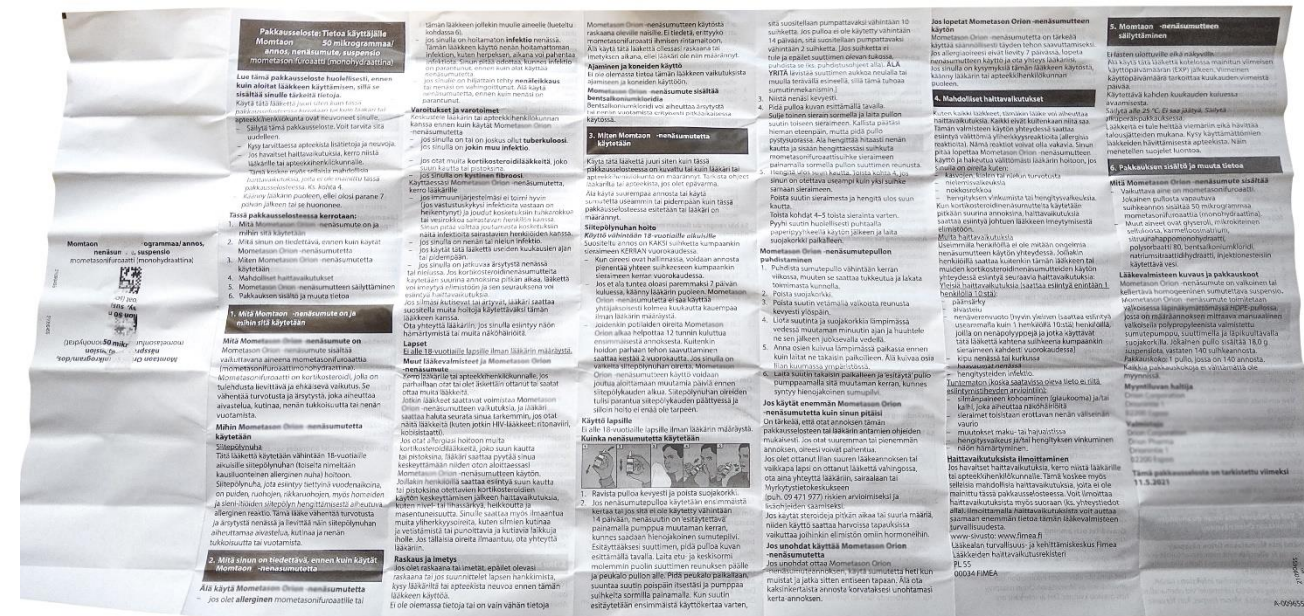
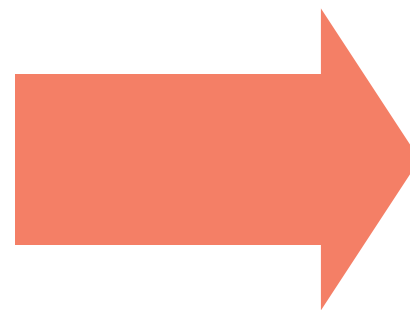
- 3 times more information (e.g. more languages)
- Outstanding usability (easy to open/close)
- Significant savings on shipping costs, working capital and warehousing
- Environment friendly (less paper and more efficient logistics)

We are looking forward to providing our unique product leaflets (annually over 10million/product) to even more pharmaceutical companies



The current situation

- Leaflets are an essential part of pharmaceutical packaging:
 - Descriptions of how to take the medication
 - Possible contraindications, side effects or even mandatory legal information
- The leaflet paper is thick*, wood containing grade and usually folded several times. This kind of format has been the standard for the last 100 years!



*50 – 60g/m² , caliper 65 – 80µm



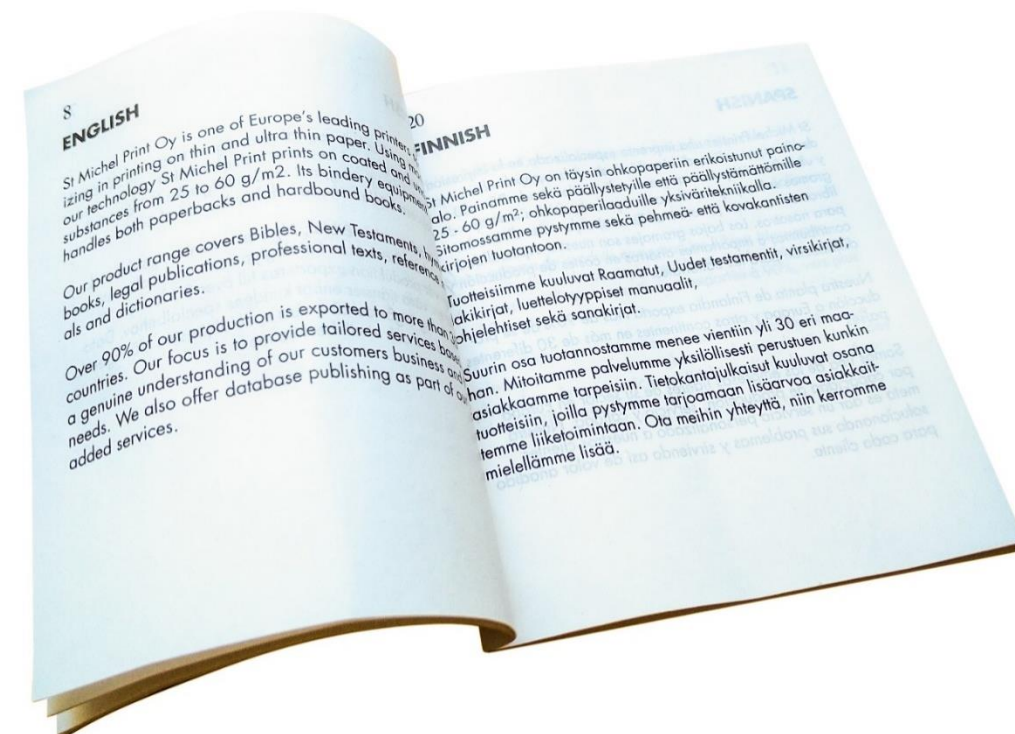
The current situation

- However, there are **several issues** related to the standard leaflet:
 - When the leaflet is open, the size is very large, the font size is small, and the information is difficult to find.
 - It is **very unhandy to use** and very difficult to get back in the same format, does not match with the package
 - **Limited number of language versions** on the same leaflet.
 - Every leaflet version: own stock item number, own packaging process, own space in the warehouse:
 - **Extra logistics, working capital and warehouse costs.**



Unique product leaflet solution - The thin paper Booklet

- **Thin paper is totally different** from standard leaflet paper (see appendix):
 - **It is really thin*** (woodfree and usually used in Bibles and law books) and there is **no any need for folding**.
 - The unique thin paper leaflets (coated, **high opacity**) are provided in a handy booklet format.



*30g/m² , calipers 33 – 34µm



Unique product leaflet solution - The thin paper Booklet

- Unique product leaflet solution (the thin paper Booklet) **can be tailored to customer needs** (size suitable for the current package, content as needed):
 - For the same paper volume as with the standard leaflet, it **can include 3 times more information!**
 - **Usability of our unique solution is outstanding** (easy to open/close and to find correct information e.g. table of contents with page numbers, bigger font size) compared to the standard leaflet solution



Unique product leaflet solution - The thin paper Booklet

- When **several languages are included** in the same unique product leaflet the logistics and warehouse **costs will decrease** (stock item numbers and the need of warehouse space will decrease, packaging processes will be simplified)



Our unique leaflet solution (the thin paper Booklet, 29 g/m²) includes the same amount information as 4 standard folded leaflets (50 g/m²)



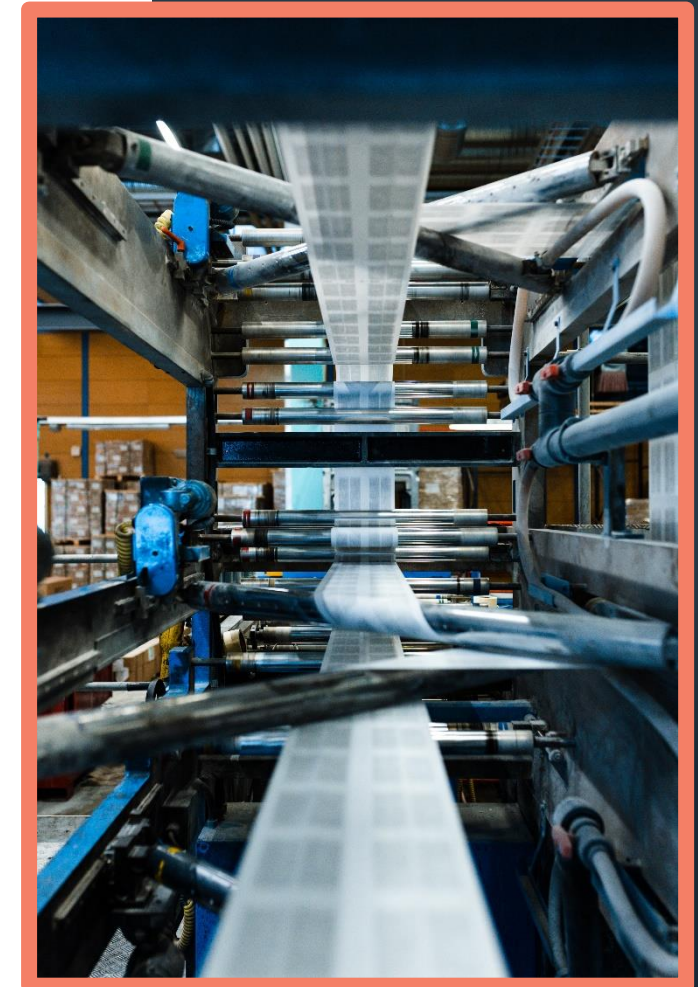
Unique product leaflet solution - The thin paper Booklet

- Environment friendly (less paper and more efficient logistics):
 - Manufacturing process does not require energy consuming mechanical grinding
 - Chemical pulp process is a source of energy instead
 - The package is lighter and smaller in size
 - Higher quantity in one truckload or container, and lower CO₂ emissions by transportations.



St Michel Print - The company

- One of Europe's leading thinprinting houses
- Annually, specialized to print several over 10 million unique product leaflets (booklet) for the pharmaceutical industry (total annual capacity over 100 million unique product leaflets (booklet)).
- Specialized in printing on ONLY thin paper in 1984
- Location close to Europe's leading thin paper manufacturers guarantees fast and reliable deliveries to our customers
- St Michel Print is part of privately owned Länsi-Savo Group with a heritage of 133 years in printing.



Let's discuss next steps..

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