



TemperPack

## Case Study

# Improving Patient Perception of Home Delivered Medications

### Project Background

Specialty pharmacies often rely on wholesalers to manage downstream distribution from drug manufacturers. Often, these drugs need to be kept between 2C - 8C while in transit to the pharmacy or end recipient. This requires special attention be paid to packaging choices.

Due to the ongoing nature of prescription drug deliveries to people's homes, and the importance of the contents, the perception of the packaging can greatly influence the customer's experience.

When it comes to packaging design, providers of pharmaceutical and Life Science materials must balance form and function, promoting their brand's sustainability values while also protecting the integrity of the medication or materials within.

### The Challenge

TemperPack was challenged to improve both the operational efficiency and customer perception of a packaging solution used for a commonly shipped medication. In particular, the focus was on designing a new, more distinct insulated box liner that could be used in lieu of the current EPS foam coolers.

### The Requirements

- R-Value equal to standard 1.5" EPS foam cooler
- Collapsible
- Less than 5 second install per box
- Maintains 2C - 8C for up to 48 hours
- Water resistant

### The Solution

TemperPack engineers worked back and forth with the client's team to develop a novel insulation material comprising recycled cotton formed into a low density insulation liner. The liner is encapsulated in 100% recycled film, providing a water tight barrier to thwart any potential condensation. The single piece design allows for a quick install at the wholesaler's distribution site, as well as compact storage during shipping and warehousing. Thermal performance was using the clients suggested pack-out and exceeded that of the 1.5" EPS foam cooler.

