



Properties list:
new product
range of products
end-user packaging
design for all
information accessibility
information about content
cardboard and paper
pharmaceuticals
folding carton
identity by system of colour

Almus is an award winning range of generic medicines. The Almus range is currently being developed in partnership with manufacturers in many European countries and contributes to the growth of the generics market in Europe. The Almus concept was created by pharmacists for pharmacists, specifically designed to aid dispensing. With its innovative use of colour and user-focused packaging design, it incorporates several patient-centered features, providing practical solutions for patient safety in pharmacy.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: United Kingdom

Year: 2004

Agency: Creative Leap

User: Almus Pharmaceuticals

Other images:

