



**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:

