



“We often work with our customer's ad agencies to help ensure package and kit designs are attractive, functional, secure and cost effective.”

**Senior Vice President**  
SCOTT HANMER



## Design to Finished Product In Less Than a Week

### Challenge:

One of Europe's largest global pharma companies requested Praxis to assist in the launch of a treatment for patients who suffer from restless leg syndrome (RLS). As well as the packaging of three separate dosage strengths, the client needed help with the conceptualization, design, and execution of a patient starter kit. The launch required half a million of the stand-alone cartons and 275,000 patient starter kits in less than a week. Ultimately, over 3.25 million cartons and kits would need to be produced.

### Solution:

Praxis designed a kit solution that would divide product blister strips in half to be inserted into a three-panel folder patient kit to include:

- 16-page Patient Booklet
- Folding Cartons containing two unique dosage strengths
- Patient Insert
- Master Shipper

By integrating critical control points on the production line, Praxis segregated products safely and built 350,000 kits of nine unique product lots in six days.

### Outcome:

Over a seven-month period, Praxis successfully delivered 1.5 million kits and packaged an additional 1.75 million stand-alone cartons of the product.

**Contact us for more information on how we can help you with all your packaging needs at (616) 827-8525.**

## OUR CAPABILITIES

### Primary Packaging:

- Solid Dose Bottling
- Solid Dose Blistering
- Single-Use Flexible Packaging
- Rigid Tube
- Bottles & Jars

### Secondary Packaging:

- Clam Shell Blister
- Stretch Carding
- Shrink, Bundle & Cello
- Cartoning & Display
- Tipping
- Dose Packs
- Kitting

### Serialization:

Praxis is a Serialization-ready Contract Packaging Organization (CPO) and has been compliant with the Drug Supply Chain Security Act (DSCSA) since 2016.

### Precision & Specialty Labeling:

- Brite Stock Labeling
- Vision Systems (Verification)
- High-speed Inkjet
- Laser Coding
- UDI & 2D Matrix

### Services:

- Consulting
- Package Design & Development
- Rework & Inspection
- Reverse Logistics
- Cold Chain



# PRAXIS™

Praxis Packaging specializes in primary tablet filling of OTC and secondary packaging, Rx packaging and serialization, as well as food & beverage and personal care items at our Grand Rapids, MI, and Columbus, OH facilities.

We also operate an FDA registered facility through our subsidiary, Unette, located in Randolph, NJ. Unette adds their expertise in the blending and filling of rigid and specialty flexible containers, as well as providing secondary packaging solutions for the nutraceutical, personal care, health & beauty, and cosmetic industries.

Our Executive Team averages 20 years in regulated and quality environments and focuses on building long-term relationships by ensuring the success of our customers and the quality and excellence of their products.