



# news update

Issue No 88



## Riverside Medical Opts for Fix-a-Form for Self-Test Breathalyser

**Fix-a-Form helps with campaign to encourage broader, positive change in attitudes to responsible alcohol consumption.**

With society struggling with the challenges caused by alcohol abuse and alcohol related incidents, (en)<sup>10</sup> provides low cost, simple and accurate tools that encourage broader, positive changes in attitudes to responsible alcohol consumption.

(en)<sup>10</sup>'s flagship product, Chube, is a single-use disposable breathalyser which has just been awarded the NF mark, of the type now compulsory for anyone driving in France to carry in their car. Riverside Medical, makers of Intelligent and innovative packaging solutions for the healthcare sector ranging from plasters to hip joints, helped to specify the multi-page Fix-a-Form from Denny Bros that is featured on the self-test product.

The generously-sized 6-page informational Fix-a-Form, measuring

35mmx133mm at its finished size, is wrapped neatly around the tube that drivers blow into to check if they are over the limit. Yellow granules inside the tube turn green if alcohol above the tube's preset level is detected.

The tubes are packed in multiples in a handy blister pack, a concept devised by Riverside Medical in partnership with (en)<sup>10</sup>. The product, which also contains a reader card for grading the results of the tests, is now being distributed for widespread use in France.

According to a Riverside Medical spokesperson, the idea is simple but hugely effective. *"When we were approached by (en)<sup>10</sup> to help develop the packaging for the idea we immediately thought of Fix-a-Form."*

*"It is widely known that it can accommodate any amount of text and images and be applied in almost any way to a product even one with hardly any surface area – in this case a thin tube."*



### Holidaying to France or passing through?

**If you're venturing to France for your holidays this summer or plan to pass through then you'll need to be aware of the latest rules and requirements:**

#### Breathalysers

All motor vehicles and motorcycles (excluding mopeds) must carry 2 breathalysers. The regulation was enforced from 1 November 2012 and anyone now stopped who fails to produce a breathalyser may receive an on the spot fine of €11. With the French drink driving limit at just 50mg compared with the UK's 80mg – having just the one drink clearly isn't worth the risk.

#### Sat Nav and Speed Camera Alerts

French laws now prohibit drivers from carrying any device capable of detecting speed cameras. This includes devices able to warn or inform of the location of speed cameras e.g. satnav or gps systems capable of showing speed camera sites as Points of Interest.

#### Warning Triangles

A legal requirement now across Europe should your vehicle break down.

For further information, visit the AA's website [www.theaa.com](http://www.theaa.com)



# Tamper-proof Fix-a-Form spells out seaweed success story

**Fix-a-Form explains how wild seaweed is becoming a fast-growing part of the nutrition, healthcare, petcare and food sectors**

Seagreens, an Anglo-Scandinavian venture which has set the standards for wild seaweed harvesting and production in Europe, has used Fix-a-Form leaflet labels from packaging and promotion specialists Denny Bros to explain the nutritional profile and information relating to its highly-acclaimed products for the first time, directly on-pack.

An organic, nutrient-rich, high fibre, low energy whole food, Seagreens is an everyday multi-nutrient with many diverse uses, and a growing number of 'partnership brands' within the nutrition, healthcare, petcare and food sectors. Simon Ranger of Seagreens explored the advantages that a series of 'informational' leaflet-labels would bring to the growing range; and Fix-a-Forms now feature on most of its products in large and small green PET jars: Salad & Condiment, Food Capsules, Food Granules, Iodine+ Capsules, Culinary Ingredient and Pet & Equine Granules.

The Fix-a-Forms are in 35mm and 42mm diameter sizes and comprise of 12 and 18-pages respectively of images and information, all printed complete with a tamper strip.

Simon is delighted with the positive response to the Fix-a-Form labelling. He says: *"This is a labelling concept that is perfect for a brand such as Seagreens that tells a complete story. Firstly we need to explain to our customers how they can benefit from nature's vegetable garden beneath the sea, before we can even begin to detail what our individual products can do – whether helping to provide the optimal mineral balance or acting as salt replacement or an aid to weight loss."*

He added: *"This is the first time we have been able to provide, on pack, at the point of purchase, the remarkably comprehensive nutritional profile and nutritional information which is in fact the foundation of our consumer proposition."*

Turn to the back page of this newsletter to see a sample of one of their Fix-a-Forms in this product range.

## Tamper Evidence

- Within the Pharmaceutical industry, tamper evidence is now a legal requirement under the Falsified Medicines Directive.
- Tamper-evident and tamper-proof labels are invaluable tools in the battle against product protection.
- Denny Bros Fix-a-Form multipage labels provide vital product descriptions and information whilst validating the product's authenticity.
- And by safeguarding your merchandise instils a heightened level of confidence to the end-user.

