



DAMEN JACKSON



FRESENIUS
KABI

IN THE THICK OF SAFETY

Despite strict the strict healthcare regulations and guidelines, Damen Jackson Created a safer and more effective packaging design

In the world of healthcare, knowledge and safety are perhaps the two most important requirements to successful treatment. Fresenius Kabi Pharmaceuticals had long been a leading provider of the blood thinner Heparin to hospitals. With the critical importance of easy drug and dosage identification, and to create distinctive brand recognition, Fresenius Kabi tasked Damen Jackson with rebooting their Heparin vial label. The process required a thorough understanding of pharmaceutical regulations and hospital procedures. And it required a few rules to be broken. In the end, patient safety was improved and Fresenius Kabi had a successful and critical market sales story to tell.

PACKAGE DESIGN & RESEARCH

While the actual package form—a medical vial—had to remain the same, the label needed an overhaul. Originally created by Fresenius Kabi's printing company, nearly every aspect of the critical information was difficult to read. We considered the available real estate of the small label and legibility options. Standard typography rules were explored, challenged, then shattered in the interest of safety. We broke up the text alignment, which forced the surgical assistant or nurse to slow down and read the information with more care. A bolder, more open font was used, improving legibility and scale. A wavy color bar was added as a distinctive trade dress for this brand of heparin, and to color code by concentration. Through extensive research validation with healthcare professionals, this new design was significantly preferred for its improved legibility and perceived improvement in safety.

INCREASING BRAND LOYALTY

The pharmaceutical industry is highly regulated, and for good reason. The improved legibility and brand distinction of Fresenius Kabi's new heparin labels showed that this was a company committed to protecting patient lives and assisting medical professionals in providing the best care. Fresenius Kabi had positioned itself as a market leader in safety.

