

Consumer insights lead to better designs

Case Study

HiMark® CR Nasal Pump

Boosting brands with best practices

Developing innovative packaging starts with understanding that the best designs emerge from the best insights. And the best insights come from the consumer. That's the foundation of WestRock's approach to every pharmaceutical packaging development challenge.

Packaging matters to the consumer. More than 80 percent of healthcare consumers say packaging has an impact on their purchase decisions.¹ Regulators also want packaging that satisfies consumer needs. For example, new U.S. rules call for child-resistant (CR) packaging for OTC or prescription products containing imidazolines, a type of vasoconstrictor – and other countries could follow.

Taking a proactive approach as soon as we learned of potential upcoming regulations, WestRock used consumer and market insights to design a nasal pump that would serve not only as a CR solution but also as a product that could satisfy the needs of seniors.

A legacy of proactive design

To develop the HiMark CR Nasal Pump, we drew on our comprehensive product development process. For decades, we have partnered with customers from ideation through commercialization to create packaging solutions that address real-world problems.

Consumer insights are at the heart of our innovative approach. Leveraging our Pharmaceutical Dispensing Systems Manufacturing Centre of Excellence, we used our stage-gate process, building in qualitative and quantitative consumer research at every step. Our goal: to go beyond CR needs to optimize the user experience for adults, especially seniors.



Concept

WestRock leveraged our years of experience delivering CR packaging through sketching, modeling and simulation to produce 10+ design concepts.



Prototype

We created three 3D-printed prototypes with a pinch-and-turn closure. We then tested them with consumers and used that feedback to select and refine the best design.



Benchmarking

WestRock benchmarked the refined design against the gold standard CR design for OTC products, determining that consumers preferred our design.



Validation

An independent CR testing agency certified the final design after testing with children and adults. And to help optimize the user experience with the product, we also sought consumer feedback to refine the printed opening instructions.



Innovation driven by insights

WestRock's proven product development process once again has created an easy-to-use solution that can meet consumer expectations, industry needs and evolving regulatory requirements. The HiMark® CR Pump is our answer to the needs of consumers and pharma companies.

Safety for users at every step

Integrated locking feature ensures CR solution stays with the medication, unlike a detachable hood or cap that could get lost

Simplified design to address the human factor

Intuitive pinch-and-turn design uses simple range of motion; audible click assures pump is locked

Standard assembly for flexible integration

Designed for easy integration with existing filling lines, minimizing impact on the supply chain; design gives manufacturers the flexibility to customize hood and bottle designs

Added value builds your brand

Consumer-preferred design can help increase overall customer satisfaction, enhance brand image and ultimately drive loyalty

Stand out with smarter packaging

When you're ready to develop packaging customized for your product and for your consumers' needs, partnering with WestRock is easy. Whether you want to bring child-resistant, senior-friendly features to your offerings or to improve the customer experience in other ways, WestRock can provide a solution. Let us know how we can help.

¹ WestRock Quantitative Consumer Preference Study, 2013.

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