

Results of the Consumer Survey on Childproof Pharmaceutical Packaging 10/2019

Products such as pharmaceuticals that pose health hazards when misused by small children require childproof packaging. Accordingly, several hundred medicinal substances may only be offered on the market in childproof packaging.¹⁾



Various types of childproof packaging are used for these products, many of which rely on a push-and-turn mechanism. According to a study released by Chemnitz University of Technology, the majority of consumers report problems with childproof packaging, particularly when it comes to the opening mechanisms.²⁾

In addition, childproof blister packs, with an especially thick cover film made exclusively of opaque material, are often used for solid oral dosage forms. The films in these packs are much more difficult to push through than normal blister films – in fact, many consumers do not succeed. This leads to occasional complaints to the AMK – **which reveal a lack of awareness among those making the complaints that they're dealing with childproof blister packaging.**³⁾

New TabTec CR child safety mechanism

In response, Sanner GmbH has set itself the goal of solving these problems by developing childproof pharmaceutical packaging with an innovative, patented child safety function, including an integrated pouring-assistant for dosing: the TabTec CR.

Opening the new TabTec CR's *Press & Flip* closure requires using both hands simultaneously – which is too complex for children – and demonstrably prevents unintentional opening. TabTec CR is certified according to both PPPA US 16 CFR Section 1700 and ISO 831, and as such meets the relevant regulatory requirements.

An additional benefit of the *Press & Flip* mechanism is the negligible amount of force needed for opening, which ensures easy handling for adults,⁴⁾ especially patients with motor impairments.



Fig. 1: TabTec CR
Reliable – safe – easy to use

Consumer survey

¹⁾ Source: <https://www.ivm-childsafe.de/kindersicherheit/gesetze>
²⁾ Frank Dittrich and Birgit Spanner-Ulmer, Chair of Ergonomics, Chemnitz University of Technology, 2010
³⁾ Information of the Medicines Commission of German Pharmacists (AMK)
<https://www.abda.de/fuer-apotheker/arszneimittelkommission/amk-nachrichten/detail/erschwerter-entnahme-aus-kindersicheren-blisterpckungen>
⁴⁾ Compared to Push-and-Turn lock

In the course of product development in the summer of 2019, Sanner GmbH commissioned an independent consumer survey by the market research institute m-s Marktforschungs-Service Herzog + Klein in Nuremberg, Germany. The focus was on consumer acceptance of the TabTec CR's new child proof mechanism in comparison to the widely used blister packs.

The Sanner consumer survey

Test group	Individuals who have taken painkillers (for e.g. headaches, joint pain, etc.), antidepressants, sedatives, iron supplements, or medical cannabis at least once a week within the last two months.
Random sample	120 test subjects → 60% women, 40% men 30% 18–29 years old 40% 30–49 years old 30% ≥ 50 years old
Packaging tested	Blister packs TabTec CR
Criteria	In each case, an optical evaluation & ease-of-use rating for 1. The child safety mechanism 2. Removing tablets & dosage 3. Convenient portability
Questionnaire	Structured questionnaire with three open questions Interview duration: approx. 15–20 minutes
Methodology	Central testing sites (Frankfurt & Berlin)
Field work	July 17–26, 2019
Survey conducted by	Questionnaire design by Sanner GmbH, Product Management Questionnaire designed by and interviews conducted by m-s Marktforschungs-Service Deutschland

Results

Importance of childproof pharmaceutical packaging:

Before the probands assessed the various medications, they were first asked about the **importance of childproof pharmaceutical packaging**. As expected, this was rated the highest by the 30–49-year-olds, with 77% of this group ranking childproof packaging as being important to very important. 29% of the generation 50+ also responded that childproof packaging was important to very important to them.

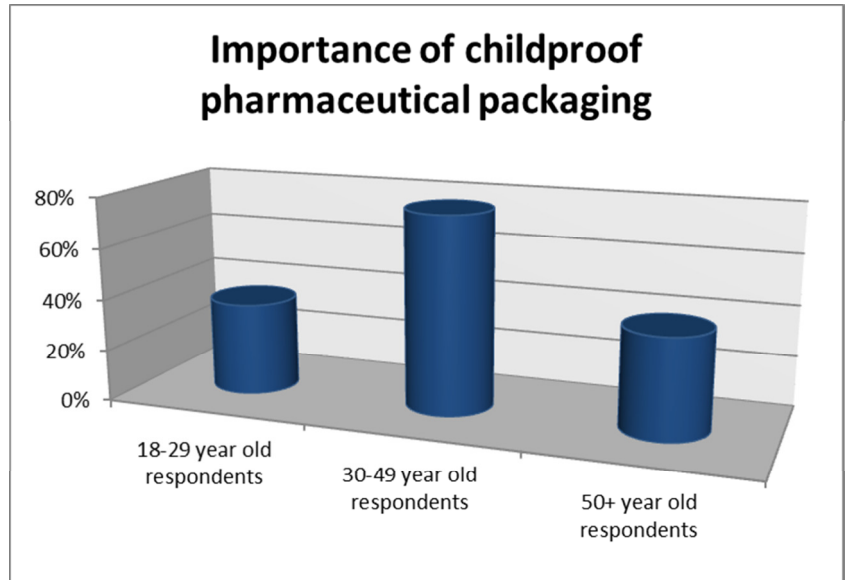
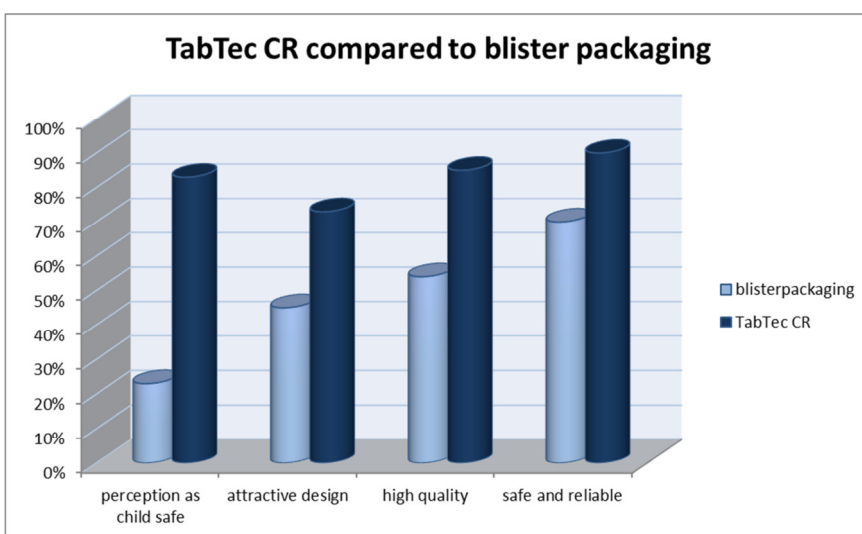


Fig. 2: Evaluation of the importance of childproof pharmaceutical packaging for different age groups

Awareness of the child safety function:

The consumer survey confirmed that blister packs are often perceived as NOT being childproof. Only 21% of the survey participants considered the blister packaging to be childproof packaging – just one in five.

In contrast, **80% of the participants immediately recognized TabTec CR as childproof packaging.**



87% of those surveyed confirmed that they considered TabTec CR to be reliable and safe pharmaceutical packaging. The TabTec CR's innovative *Press & Flip* function, plus the necessity of using both hands to open it, reinforced the impression of safe and reliable childproof packaging.

Fig. 3: Perceptions of the two types of packaging of the 18–49-year-olds

To-go convenience/portability:

A further evaluation criterion was the **importance for patients to carry their medications with them**. This was considered to **be very important or important by more than 80% of the survey participants**. In the 30–49-year-old age group the figure was 83%, and in the 50-and-older age group it was 86%.

Especially the TabTec CR’s portability was considered to be very good, in the 18–29-year-old (89%) and 30–49-year-old (88%) age groups: “...packaging that does not accidentally open while you are out and about, unlike the blisters ...” was an aspect that particularly appealed to the test subjects.

This was especially highly rated (94%) among men across all age groups, since the TabTec CR fits more conveniently into shirt or pants pockets than comparable packaging.

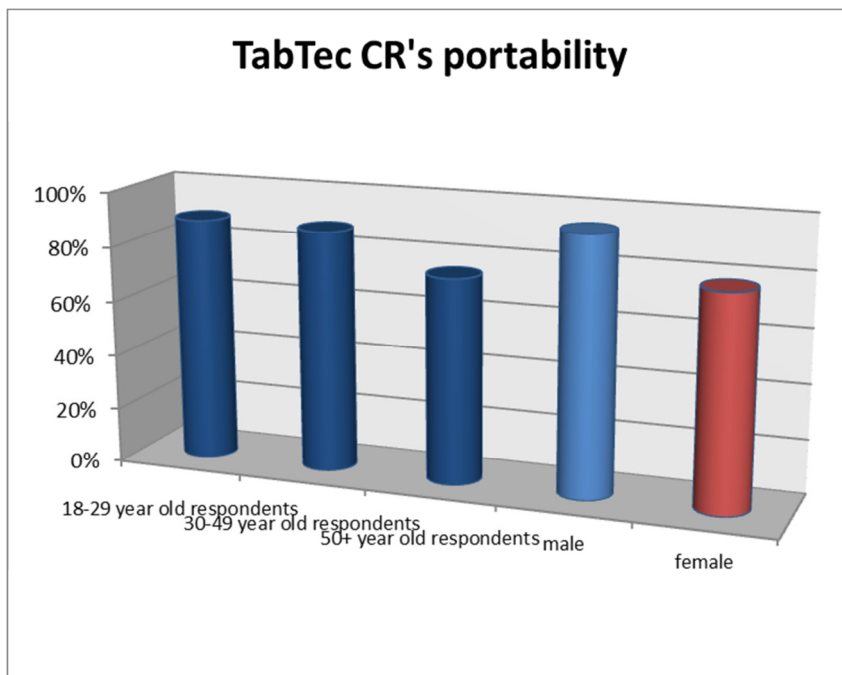


Fig. 4: Tab Tec CR’s suitability as “to-go” packaging

High acceptance of TabTec CR thanks to its key functions

TabTec CR enjoyed a very high level of acceptance among testers. Its reliability and safety, easy handling, and hygienic dosing options played a crucial role here.

In the final evaluation, approximately two thirds of the participants rated TabTec CR packaging as being high-quality and attractive; the same number also considered it to be handy and practical tablet packaging that they would be happy to use in daily life. The users also highlighted the hygienic and easy removal of tablets, since it is almost impossible to reach into the packaging. **94% found** the attached closure **intuitive and easy** to use.

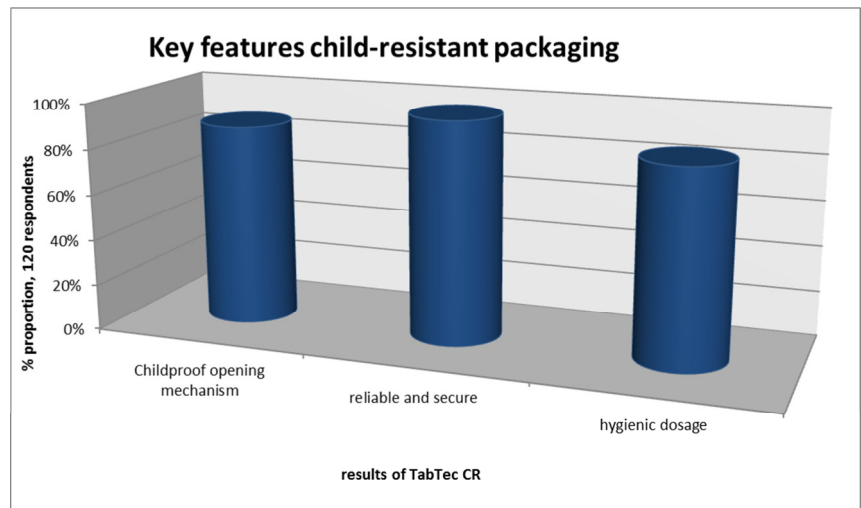


Fig. 5: Key functions of childproof packaging

In summary, the consumers surveyed considered TabTec CR to be childproof, hygienic, and optimal to-go packaging, and consequently, a perfect alternative to blister packs.

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