



## Mundipharma's novel device, **k-haler**<sup>®</sup>, recognised for innovative packaging by iF DESIGN AWARDS

**CAMBRIDGE, 26 February 2018** – iF DESIGN AWARDS, one of the most important design awards in the world, have named Mundipharma International Limited, which is part of the Mundipharma network of independent associated companies, amongst their winners. The **k-haler**<sup>®</sup> device triumphed in the Packaging Design discipline of the Medicine / Pharmaceuticals category and was recognised for its innovative patient information packaging and online training tools by the 63-panel jury. This year, the design awards attracted more than 6,400 entries from 54 countries.

The **k-haler** device and packaging were designed with the whole patient and clinician experience in mind, aimed at helping to address some of the day-to-day challenges faced by patients using an inhaler and improve correct device usage. Collaborating with patients and healthcare professionals, the innovative packaging was developed to encourage users to pause as information about how to use the **k-haler** device is revealed in a specific and controlled order. The 'book-like' carton with patient information clearly differentiates the inhaler set-up guide from the daily use instructions and will signpost patients to online training tools (which include a compelling gamified training sequence).

*"We're delighted that the **k-haler** device has been recognised for its innovative packaging, which is testament to the research and development that went into its design. The aim is to provide patients with step-by-step instructions for initial set-up and daily use, in addition to online training tools," comments Jonathan Marshall, Senior Commercial Lead. "These simple and effective patient education materials are designed with the aim to help patients use their device correctly, and potentially improve their long-term outcomes."*

The **k-haler** device is a novel aerosol device with a simple breath-triggered mechanism, activated with a low inspiratory force, which is designed with the aim to make it easier for patients to use correctly. The **k-haler** device was developed in conjunction with London agency, Precipice Design.

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Research indicates that errors in inhaler technique are frequent (made by over 30% of patients in some cases) and are associated with poor outcomes.<sup>1</sup> Evidence suggests that inhaler type and patient preference are important factors influencing treatment outcomes in patients.<sup>2</sup> Furthermore, ongoing training may also influence the efficiency of drug delivery, patient adherence and long-term control.<sup>3</sup> Research has also demonstrated that simple techniques, such as attaching instruction labels to patients' inhalers, have been shown to improve retention of good inhaler technique.<sup>4</sup>

**k-haler** received a positive outcome from the European Decentralised Procedure (DCP) in October 2017, and is planned to launch in Europe this year. The **k-haler** device's patented technology has the potential to be suitable for a range of inhaled products.

### Notes to editors:

*For further information please visit:*

<https://www.mundipharma.com/media/media-libraries/>

## About the Mundipharma network

The Mundipharma global network of privately-owned independent associated companies was founded in 1956 by doctors and now operates in over 120 countries worldwide. We are focused on developing business partnerships to identify and accelerate meaningful technology across an increasingly diverse portfolio of therapy areas including respiratory, oncology, pain, and biosimilars. Consistent with our entrepreneurial heritage, we like to think we see what others don't by challenging conventional wisdom and asking different and challenging questions. By working in partnership with all our stakeholders, the Mundipharma network develops medicines that create value for patients, payers and wider healthcare systems.

**For more information please visit:** [www.mundipharma.com](http://www.mundipharma.com).

## About the **k-haler** device

**k-haler** is a novel aerosol device with a unique breath-triggered mechanism, utilising a patented 'kinked' valve – the **k-valve**<sup>™</sup>. The device is activated with a low inspiratory force is designed with the aim to make it easier for patients to use correctly. The **k-haler** device was developed in conjunction with London agency, Precipice Design.

## About the iF DESIGN AWARD

For 65 years, the iF DESIGN AWARD has been recognised as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the award is one of the most important design prizes in the world. Submissions are awarded in the following seven disciplines: Product, Packaging, Communication, Interior Architecture, Professional Concept, Service Design/UX and Architecture. All awarded entries are featured on the [iF WORLD DESIGN GUIDE](#), in the [iF design app](#) and are displayed at the [iF design exhibition Hamburg](#).

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® K-HALER is a registered trademark of Mundipharma.

K-VALVE™ is a trademark of Mundipharma

### References:

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<sup>1</sup> D.Price et al. "Inhaler errors in the CRITIKAL Study: type, frequency and association with asthma outcomes". *Journal of Allergy and Clinical Immunology: In Practice*. 2017 DOI: <http://dx.doi.org/10.1016/j.jaip.2017.01.004>

<sup>2</sup> Haughney J, et al. Achieving asthma control in practice: understanding the reasons for poor control. *Respir Med* 2008;102:1681–93

<sup>3</sup> GINA. Global Strategy for Asthma Management and Prevention. 2017.

<sup>4</sup> Bsheti IA et al. *NPJ Prim Care Respir Med* 2017;27:9.