



## Mundipharma celebrates two A' Design Award & Competition wins for novel **k-haler**<sup>®</sup> inhaler device

**CAMBRIDGE, 17 April 2018** – The prestigious A' Design Award, a competition which celebrates the world's leading designs, concepts and design-orientated products, has awarded Mundipharma International Limited, part of the Mundipharma network of independent associated companies, two awards for its novel **k-haler**<sup>®</sup> device. The **k-haler** device received platinum awards for its innovative design in the 'Scientific Instruments, Medical Devices and Research Equipment Design' and 'Ease of Use and Universal Design' categories, impressing the jury panel of 212 design professionals, press members and academics. This year, the competition attracted entries from across 100 countries.

The A' Design Award for 'Scientific Instruments, Medical Devices and Research Equipment' is an indicator of quality and perfection in design. The main principle of the 'Ease of Use and Universal Design' award is the concept of designing all products to be aesthetic and usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life.

The **k-haler** device aims to address some of the issues that have persisted since the invention of the first pressurised metered dose inhaler in 1956. **k-haler** is an 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.

Although the idea of breath-triggered inhalers isn't new, some devices require a higher force and speed of inhalation for optimal drug delivery, which can be a challenge for some patients with respiratory conditions. 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>

*"We're delighted that the **k-haler** device has received two awards recognising its innovative design, developed with patients front of mind. Our hope is that it reduces the number of critical errors associated with inhaler device*

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*usage and therefore helps to improve long term outcomes for patients,” comments Jonathan Marshall, Senior Commercial Lead.*

Multiple qualitative research sessions were conducted with patients and clinicians across key European markets, aimed at improving factors affecting device usage, including handling and orientation. These insights led to the development of improvements to the device.

Key improvements included the creation of features designed with the aim to make it easier for patients to use, such as the integrated dose counter that counts down in single digits to show the number of actuations remaining and help remind patients to obtain prescription refills. The dose counter is forward facing and colour-coded, and the numerals are displayed in an easy-to-read font. Furthermore, the ergonomic and compact design ensures the **k-haler** device is discreet and easy to carry, with a closed system to prevent dirt clogging the device and irritating the user’s airways. The **k-haler** device has a unique breath triggered valve, which when patients breathe in, automatically releases a dose. This removes the need for coordination during inhalation.

Earlier this year, the **k-haler** device won an iF DESIGN AWARD, triumphing in the Packaging Design discipline of the Medicine / Pharmaceuticals category, and was recognised for its innovative patient information packaging and online training tools.<sup>3</sup> Mundipharma hopes that with its award-winning device and packaging, **k-haler** will help improve correct device usage in patients with respiratory disease.

**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/>

*Please let us know if you would like any one-to-one interviews or require high-resolution images of the packaging or A’ Design logo.*

## 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 inhaler, which is activated with a low inspiratory force, is designed with the aim to make it easier for patients to use correctly.

## About the A' Design Award & Competition

For the last nine years, the A' Design Award & Competition has highlighted the excellent qualifications of best designs, design concepts and design-oriented products worldwide in all creative disciplines and industries. Submissions across 110 categories from aerospace to architecture to medical devices are judged by a 212-strong International Design Academy - The Grand A' Design Award Jury Panel - composed of design professionals, press members and academics. For more information, please visit: <https://competition.adesignaward.com/index.html>.

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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> iF DESIGN AWARDS 2018 <https://ifworlddesignguide.com/search?search=k-haler#/page/entry/232843-k-haler/>