

Your  
packaging  
artwork  
destination.  
Our world.



## Artwork Services

At PCI, ensuring life-changing medicines reach those who need it most is our highest priority. As a truly integrated global CDMO, we are manufacturing, packaging and supply chain experts, harnessing our experience and expertise to deliver you a seamless solution with the ultimate aim of improving the lives of patients.

Artwork is a critical element of a successful launch program, aiding differentiation in the market place and driving brand recognition. As part of the PCI approach to artwork, our decades of experience means we are able to harness our combined expertise and ultimately deliver best-in-class artwork solutions.

### Artwork Creation

Through partnership with Perigord, PCI is able to offer a full artwork solution and the creation of branding which includes development of logos, product colors, and graphic elements applied to labeling for branding and market differentiation.



### Branding and Marketing Capabilities

- Market research
- Brand positioning
- Name creation
- Identity development
- Product branding
- Copywriting
- Launch materials
- Online and offline campaigns
- Print and digital asset creation
- Video & animation (2D and 3D)

### Artwork and Labeling Capabilities

- Adaptive design & roll out
- Artwork production of Rx and OTC primary and secondary component types
- 24/7 launch coverage
- Marketing PIs [Patient Insert/Physician Insert] – artwork creation and change implementation of Rx and OTC package inserts and IFUs
- Artwork dieline development
- Proofreading capabilities
- Translation services

Your bridge between life-changing therapies and patients

**pci**  
PHARMA SERVICES

# Benefits

Accelerating Your Product to Market Quickly and Efficiently, While Reducing Complexity



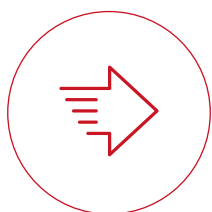
Uncompromised  
Regulatory and Quality



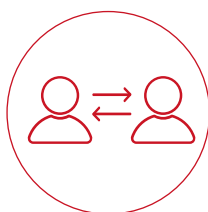
Expertise in  
Row Markets



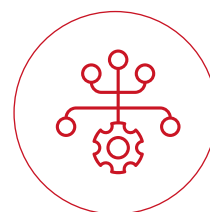
Best in  
Class Service



Rapid Launch  
Expertise



Single Provider  
Simplicity



Innovative  
Technology

