

**Ecobliss presents the innovation which protects small children from accidental poisoning!**

**Locked4Kids is a simple, inexpensive and mass-producible packaging solution consisting of a carton box and a tray, which can contain blisters or other pharmaceutical products (or any kind of products) and leaflet. It is portable, easy to use and can be opened and closed endlessly, without losing its protective function. This reclosable carton enables drug manufacturers to package their products in a Child Resistant Carton. [Discover Locked4Kids!](#) Van Eerd (Tilburg NL) producer of pharmaceutical packaging and related industries is the first license holder for Locked4Kids. Van Eerd has produced the final test packs. Locked4Kids meets the strict European (EN 8317) and American (UN16 CRF 1700.20) standards for reclosable child resistant packaging. The system was extensively tested and certified by the Belgian Packaging Institute.**

**October 7<sup>th</sup> Ecobliss launched Locked4Kids. And they are proud to say; Ecobliss won The CPhI Pharma Award in the category 'Innovation in Packaging'. Ecobliss has received this prestigious prize for its new packaging concept Locked4Kids.**

**On September 30<sup>th</sup> 2014 Ecobliss, received 'silver' in 'De Gouden Noot' 2014 Packaging Innovation Contest. The producer of blister and high visibility packaging solutions has received these prestigious awards for its new packaging concept Locked4Kids.**

**This proves, Locked4Kids has the innovation power to produce certified child-resistant cartons.**

Ron Linssen, Managing Director of Ecobliss: "We designed Locked4Kids with just one objective in mind: protecting small children from accidental poisoning. The laboratory of the Belgian Packaging Institute, an ISO 17025 accredited testing institute for materials and packaging, has certified Locked4Kids. The standards for such certification are very strict. Less than 15% of the test group of children between three and a half and four years and three months in age are able to open the packaging in under 5 minutes. And even after seeing a demonstration of how to open it, fewer than 20% of the same test group are able to open the packaging within another period of 5 minutes. At the same time, of course, opening and closing has to be easy for adults and seniors. We hope that Locked4Kids becomes the new standard for packaging drugs and other products that are potentially dangerous for small children."

### **Innovative design**

The Locked4Kids packaging is composed of a carton box containing a PET tray. The box has openings on the sides in which the blister tray is automatically locked when it is pushed all the way into the box. For this, hooks are attached to the edge of the blister tray. In order to be able to open the packaging, both hooks have to be pushed simultaneously and held. Only then the tray can be pulled out of the box. This is very difficult for small children. The hooks are placed diagonally to one another at a distance that cannot be spanned by the hand of a small child, but which is no problem for adults. The carton box is coated with a tear resistant laminate so as to prevent children from ripping it apart.

### **About the awards**

For over ten years the CPhI Pharma Awards have recognised thought leadership on a global scale, unveiling top pharma innovators to global trade press during the leading pharmaceutical event The CPhI Pharma Awards honour companies who turn inspiration into innovation. Celebrate thinkers and creators breaking new ground in formulation, process development and packaging. Entries in the Innovation in Packaging category should pertain to the following topics: Primary Packaging, Devices & Technology, Patient Compliance, Dispensers, Materials or Counterfeit Technologies.

De Gouden Noot is the world's most competitive packaging innovation contest. With De Gouden Noot the NVC stimulates innovation of packaging and packaged products.

**Launch at Pharma Expo and Emballage**

Ecobliss will present the newest innovation during at the Pharma Expo. This launch will take place at the Pharma Expo in Chicago Illinois USA on 2-5 November 2014.

For the pharmaceutical and customer, automation is possible to produce cartons at the same speed and efficiency as non CR cartons with blisters. In fact, Romaco is going to demonstrate this automation process with their machine and the Locked4Kids cartons. This demonstration will take place during the Emballage Packaging Exhibition in Paris, on 17-20 November 2014 stand 5a H 002.