

Innovation and Quality

in communicating healthcare messages on-pack



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Denny Bros Ltd has built a reputation for quality and innovation and originated the multi-page booklet-label system known as Fix-a-Form® in 1977. To this day, we remain experts in our field with Fix-a-Form® now licenced around the world. We strive to maintain the highest of standards as we provide not only niche products and services, but also:

- Conduct our activities in an efficient manner
- Operate our business ethically
- Take our environmental and social responsibilities seriously
- Demonstrate a commitment to the long-term interests of all our stakeholders

Denny Bros Ltd – family owned, independent and innovative – providing added value and package enhancing solutions.

Our commitment to the Healthcare Industry

Our factory was purpose built in 2001 in order to meet the requirements of the pharmaceutical industry.



We are certified to the following standards:



- ISO 9001/PS 9000 (BSI). Providing the essential quality management systems and GMP. We have operating procedures covering all our key activities. All jobs are fully traceable to raw materials, and remain segregated at all times.
- ISO 14001 (BSI). This environmental standard has enabled us to make significant, ongoing improvement, reducing our carbon footprint and increasing overall sustainability.



ISO 9001 - FM 21868
ISO 14001 - EMS 530565

All our certification is regularly reviewed both internally and externally to provide continual improvement.

The Healthcare industry has been key to our development and success. We understand the need for audited processes to ensure quality and compliance. But we also understand that ultimately it is about the safety of the patient or end user and, the reputation of our customers.

We regularly manufacture products for:

- The Clinical Trial Industry
- Pharmaceuticals
- Medical Devices
- Animal Health

CSR at Denny Bros

Denny Bros has always aimed to conduct all its activities in a 'fair minded' manner.

A balanced and ethical approach is essential in order to maintain long term, commercially viable partnerships with our customers and our suppliers, at the same time maintaining our good reputation.

As part of our CSR approach we recognise the importance of:

- Maintaining effective environmental practices, minimising the use of precious resources, whilst being compliant with relevant legislation
- Undertaking business in an open and transparent manner, not entering into contracts involving inducements, underhand or unethical arrangements
- Never knowingly manufacturing products intended for use in socially unacceptable areas of commercial activity
- Community investment and support
- Engaging with wider political and social issues that are raised from time to time

Environmental improvement at Denny Bros

The measures we take at Denny Bros have specifically:

- Reduced use of electricity, gas and company vehicles
- Minimised the level of waste which goes to landfill
- Maximised the utilisation of raw materials

Our performance has been externally recognised, featuring in local and national publications, and in various business awards.



Advanced artwork control

Our account management team will guide you through the process, giving you:

- Advice on the best format for your product
- Handle your design specification within our quality management system
- Supply time lines for proofing and delivery of goods

Due to the bespoke nature of our product range, Denny Bros has always maintained its own dedicated artwork facility. We encourage customers to provide artwork in a robust format such as press ready PDF, Indesign or Illustrator EPS. However, other software such as Word can be accommodated. Files are handled in a safe and secure manner by a dedicated and experienced team of operators.

- Production is controlled following strict PS9000 procedures
- Artwork supply and proofing can be transferred by dedicated secure FTP
- When supplied in the universal secure PDF format, files can be electronically checked and verified using our Eye-C software package





Controlled and varied printing

Each machine bay (in all production areas) is segregated according to pharmaceutical guidelines. Operators follow strict working procedures with full traceability at each stage. Verification and checking equipment are standard throughout.

All in-house, our printing processes include Digital, Flexographic, Letterpress, Lithographic, Screen, Inkjet and Thermal overcoding.



Bespoke finishing

Even conventional folding and inspection equipment are uniquely modified and adapted to cope with our many niche products. A range of machinery, unique to Denny Bros, is designed and built by our own engineering sister company.

Folding multi-page booklet labels require us to have:

- Print, glue and double sheet detection
- The latest camera technology for fixing accuracy and 100% inspection

Variety in production

Our equipment and expertise mean we use a variety of materials and inks and processes to produce and control special features on our products. These can include:

- Braille printing, variable data and coding
- Special varnishes
- Security, Thermo-chromatic and Scratch off inks

And these can be combined with many substrates and finishes such as:

- Paper, synthetic and card
- Gloss and Matt laminates
- Permanent, Resealable and Removable adhesives

Adhesives are also selected for a wide range of surfaces and storage conditions/temperatures.



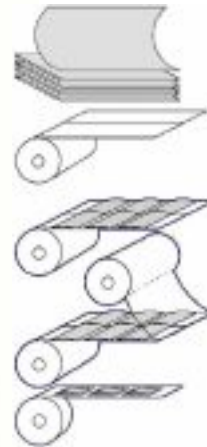
The Fix-a-Form concept

There are of course many ways our customers refer to Fix-a-Form – but in essence it is the combination of a folded piece of paper combined with a self-adhesive label. On Healthcare products, Fix-a-Forms often have a laminated finish.

There are many formats, most of which are uniquely designed every time, but these are the key features:

- Maximising limited on-product space for information
- Formats designed for most container types
- Materials that cope with low and high temperatures
- Supplied on-reel for automatic or manual application

Whether the driver for product information is legislation, rationalising packaging or streamlining logistics (multi-lingual labelling), Fix-a-Forms have become an essential part of Healthcare communication for the end-user or patient.





Different formats

There are few containers handled by a patient or practitioner or end-user where Fix-a-Forms cannot be placed.

Small, tightly curved products to flat card boxes and flow-wrap packaging (and everything in between) present no real obstacle.

The material of the container and the application and storage temperatures of the packaging you use will need to be confirmed so that we can work with you to design the ideal solution.

We will also visit your application facility (including automatic, semi-automatic or hand application lines) and advise on best set-ups.

Number of pages

Apart from our customers' information requirements, the number of pages is determined by the size of the container and volume of text. It is rare that we cannot produce Fix-a-Form smaller or larger than is ever needed.

In a booklet format (although we produce fold-out concertina style Fix-a-Forms as well), it is possible to create up to 64 pages from a single sheet of paper, which are glued not stapled. We have a double booklet format which could deliver 80 pages and well beyond.

Key features include:

- Two-page, multi-page fold-out and booklet styles
- Variety of paper thicknesses
- Any number of colours
- Double booklet and in-line glue detection
- Resealable (to allow frequent opening and closing)



Lamination

Many times laminated Fix-a-Forms are used for extra durability, to enhance a product and, with the appropriate material choice, are suitable for late stage over-printing at our customers' manufacturing facility. Lamination also has a technical purpose since it allows booklet-labels to be applied

to containers with very small circumferences such as vials.

Whatever the material of the container, we make Fix-a-Forms which can be re-opened many times for repeated referral.



The removable label

Frequently, a label is required to include an element which can be removed by the medical professional – a doctor or nurse – on which specific patient details have been recorded. This is usually self-adhesive and applied to the patient record.



Of course the purpose of the removable label is varied – a medical technician, for example, may wish to date an electrical test and affix the label to the piece of equipment.

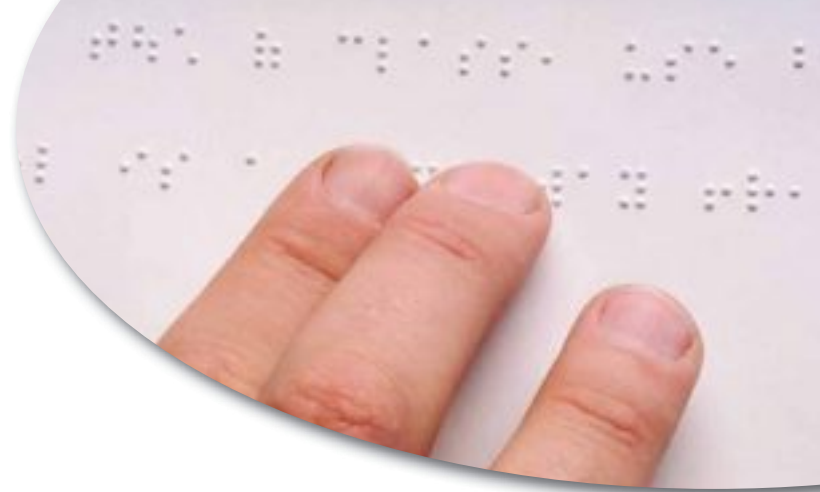
Whatever the purpose, we have a simple and efficient format. The removable label:

- Will stay securely on the Fix-a-Form until removed
- Can be overprinted by machine or written on by hand
- Is usually synthetic and durable, often opaque but can be clear

Braille

There is no question that printing Braille has proven to be a greater challenge than embossing Braille onto cartons. However when packaging is made less complex, the label becomes the primary packaging and must contain Braille on the products which require it.

With quality and consistency being essential we choose to continue with using screen printing produced in-house. We do however constantly review and experiment with technologies which may offer similar quality and consistency.



Vali-Data


Coding and numbering

There are a number of reasons why you might need Denny Bros to handle customised printing of multi-page booklet-labels:

- Back numbering of the label web for stock reconciliation
- Batch codes, lot numbers, expiry dates
- Patient specific codes/numbers
- 2D matrix and other pharma codes
- Overcoding service that allows us to add barcodes, 2D codes, graphics and doctor's signatures

It is a complex and technical part of production and we would like to discuss the ways we can receive or create your data, print, validate and reconcile numbering.





Just before you get to the contact details on the back page of this brochure we want to invite you to visit us. We've tried to set out in brief detail the reasons why you should begin to think about Denny Bros as a preferred supply chain partner.

But our experience says that a visit here to our Suffolk location or at least a visit to your

office by one of our consultants is a great way to begin to explore the possibilities.

We have an open door policy and apart from confidential work in production, will welcome you to view all areas of manufacture and our bespoke equipment.



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