



**A2i Transcription Services Limited**  
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## **Accessible Packaging for Pharmaceutical Products**

including Drugs packaging and Internal leaflets

### **Your Requirements**

#### **➔ making product packaging & information accessible to visually impaired people**

Pharmaceutical products need to be fully accessible to visually impaired people. This is an ethical responsibility to provide equal access to product information, which seems particularly important in the area of health and medicines. It is also due to become a legal responsibility as EU Pharmaceutical Directive 2004/27 is implemented in October.

### **Our Expertise**

#### **➔ Braille and Audio formats**

#### **➔ application to packaging for visually impaired people**

A2i works in the transcription industry, transcribing information into appropriate formats for people with visual impairments. A2i's expertise is in finding solutions that are appropriate for blind people. We have extensive knowledge of Braille and Audio formats, and applying this to different applications such as packaging. We also work with Large Print, Moon and E-text.

### **Quotation Summary**

#### **➔ Recommended solution and options enclosed**

This quotation details our recommended solution for both external packaging and internal information leaflets, and also lists alternative options that can be considered. All solutions can be tailored to suit the individual customer or product.

### **Formats Required**

#### **➔ Audio only sufficient, except where Braille also required by law**

Visually impaired people will usually have individual preferences between Braille and Audio. Providing both formats is most inclusive, but is not usually necessary. Providing Audio format only should be sufficient to make a product accessible to most visually impaired people. However in this instance we will include Braille on the outer packaging as well as audio, as specifically required in Article 56(a) of the EC Directive.

# A. Outer Packaging

## Recommendation:

We recommend boxes with an integral audio device, and added Braille labels:

	<b>10,000</b>	<b>50,000</b>	<b>100,000</b>
<b>Box with integral Audio Device</b> 4 colour print Max. size 220x160x20mm 30sec message operated by play button	£1.82 / unit	£1.54 / unit	£1.38 / unit
<b>Braille Labelling</b> Extremely durable Braille formed from plastic coating, designed for maximum visibility of image behind. Max. size 201x288mm	£0.30 / unit	£0.22 / unit	£0.20 / unit
<b>TOTAL</b>	£21,200	£88,000	£158,000
<b>TURNAROUND</b>	17 weeks	17 weeks	18 weeks

### Notes:

We have assumed maximum box dimensions of 220x160x20mm, allowing for contents including A5 Braille leaflet and Audio Tape.

This quote includes the boxes being made up (not flat-packed).

Artwork, audio script, and text for Braille will be required.

The Braille will need to fit in the label size (note that Braille is bulkier than standard text).

## Alternative Options:

	<b>10,000</b>	<b>50,000</b>	<b>100,000</b>
<b>Integral Braille</b>	We are currently researching the possibility of adding Braille as an integral part of the packaging - further information to be provided at a later date		
<b>Adhesive Audio Devices</b> To attach to own packaging 4 colour print 30s message operated by play button	£1.82 / unit	£1.54 / unit	£1.38 / unit

Various other options may be available on request, including delivery flat-packed. The exact requirements may effect the price e.g. box dimensions, print finish etc.

## B. Internal Leaflet

### Recommendation:

We recommend Audio Tapes and Braille leaflets. These could be included in each package. As a more practical alternative, Audio Tapes and Braille leaflets could be produced on demand - in this case ordering information must be provided for the consumer in Braille and Audio, either on the outer packaging, or via additional internal Braille labelling and Audio device.

	<b>1</b>	<b>10,000</b>	<b>50,000</b>	<b>100,000</b>
<b>Audio Tapes</b> Max. 90min recording (max 9000 words text)	<b>£42.60</b> <b>first copy</b> <b>£3.00</b> <b>thereafter</b>	£0.85 / unit	£0.77 / unit	£0.72 / unit
<b>TOTAL</b>		£8,500	£38,500	£72,000
<b>TURNAROUND</b>	<b>3 days</b>	3 weeks	8 weeks	14 weeks
<b>Braille Leaflets</b> A5 size, comb-bound (max 9000 words text)	<b>£53.00</b> <b>first copy</b> <b>£16.00</b> <b>thereafter</b>	£3.50 / unit	£3.25 / unit	£3.10 / unit
<b>TOTAL</b>		£35,000	£162,500	£310,000
<b>TURNAROUND</b>	<b>3 days</b>	10 weeks	55 weeks	75 weeks In monthly batches

### Notes:

We have assumed producing Braille in A5 size, and audio using standard cassettes. The volume of text may effect the size of the Braille leaflet, and hence the size of the box. Leaflet text will be required.

### Alternative Options:

	<b>1</b>	<b>10,000</b>	<b>50,000</b>	<b>100,000</b>
<b>Audio CDs</b> Max. 80min recording (max 8000 words text)	<b>£46.00</b> <b>first copy</b> <b>£5.00</b> <b>thereafter</b>	£0.50 / unit	£0.42 / unit	£0.36 / unit

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	<b>1</b>	<b>10,000</b>	<b>50,000</b>	<b>100,000</b>
<b>Audio device with own Playback</b>	We are currently researching the possibility of manufacturing a hand-held audio device with its own play functions so that no separate CD/cassette player is needed - further information to be provided at a later date			
<b>Braille label</b> containing ordering information for alternative formats (supplied on rolls or sheets)		£0.26 / unit	£0.18 / unit	£0.16 / unit
<b>Audio label</b> Adhesive Audio Devices to attach to print leaflet. 4 colour print, 30s message operated by play button		£1.82 / unit	£1.54 / unit	£1.38 / unit
<b>Website</b> Preparation of leaflet for accessible web version, plus hosting accessible website with directory of leaflets (max 9000 words text)	£53.00 / leaflet  + £100.00 set-up  + £30.00 / month	Using an online directory of accessible leaflets means that only the web address and leaflet code need to be provided on all labels. The visually impaired person would access the leaflet online, instead of waiting for alternative formats to be produced.		

Various other options may be available on request.

A2i can also assist with other alternative formats for visual impairment, including Large Print, Moon and E-text.

The exact requirements may effect the price e.g. number of words, complexity of text etc.

# Ordering Notes

If you are interested in developing your accessible packaging, your next step is to confirm which options are required, to provide all specifications, and to forward all relevant files. If you would like to discuss your options in detail, please contact Susie Fisher (0117 973 6013 [susie.fisher@a2i.co.uk](mailto:susie.fisher@a2i.co.uk)).

Based on your requirements we will provide a full written quotation.

To place your order you will need to confirm the written quotation, and, if your order is over £10,000, forward 50% of the order value to A2i as a deposit. If advance payment is difficult for your company, please contact us to discuss an alternative arrangement.

**For further information contact:**

**Susie Fisher**

**0117 973 6013**

**[susie.fisher@a2i.co.uk](mailto:susie.fisher@a2i.co.uk)**

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## **A2i Transcription Services Limited**

### **Terms & Conditions**

#### **Definition**

In these Terms & Conditions, "A2i" means A2i Transcription Services or any of its officers, agents or employees or any combination of them as the context requires; and "the Customer" means any person, firm, company or entity who shall place an order with A2i.

#### **Quotations**

Quotations are based on A2i's current costs of production, and are valid for 1 month from the date stated in the quotation. Prices quoted include delivery to the Customer's address by the delivery method of A2i's choice unless otherwise agreed and stated. Prices exclude VAT.

#### **Order**

The Customer places an order and agrees to these Terms and Conditions by signing and returning the quotation form by post, where a quotation form has been provided by hard copy, or by replying to the quotation email, which contains these Terms and Conditions. For orders over £10,000 50% of the order value must be paid before the order will commence.

#### **Transcription**

A2i shall not be required to transcribe any matter which in its opinion is or may be of an illegal, libellous, offensive or blasphemous nature.

A2i will not accept any responsibility for imperfect work caused by defects in material supplied by the Customer. Proofs of work carried out may be submitted for the Customer's approval and A2i shall incur no liability for any errors not corrected by the Customer in proofs so submitted. The Customer's alterations and additional proofs necessitated thereby shall be charged extra at the rate agreed between the Customer and A2i.

#### **Company logo**

Unless otherwise specifically requested all work will carry A2i's company logo which will be positioned at its discretion.

#### **Cancellation**

Should work be suspended at the request of the Customer, A2i shall then be entitled to payment at the rate agreed in the quotation pro rata for work already carried out and materials specially ordered.

#### **Despatch**

A2i will use its reasonable endeavours to comply with the date named for despatch, which is given and intended as estimate only and is not to be the essence of the contract.

#### **Returns**

Damaged goods must be returned to A2i within 28 days of despatch. Damaged goods returned within 28 days of despatch will be replaced free-of-charge.

Advice of non-delivery or partial loss of goods in transit must be given to A2i within 7 days of despatch.

A2i shall not be liable for damaged, non-delivery or partial loss of goods unless the above conditions have been complied with, except in any particular case where the customer proves to A2i's reasonable satisfaction that it was not possible to comply with the requirements.

#### **Payment**

All invoices are due for payment on the date shown on the invoice. Invoices are issued when the goods are despatched, with the payment date being at the end of the following month, unless agreed otherwise.

Payment is to be made in sterling unless otherwise agreed.

A 10% surcharge will be charged for each month, or part of the final month, that a payment is overdue.

#### **Copyright**

The Customer shall be responsible for obtaining all necessary authority to reproduce text and any other material. A copy of such authorisation shall be provided by the Customer to A2i on its request.

A2i shall be indemnified by the Customer in respect of any claims, costs and expenses arising out of any libellous matter or any infringement of copyright, patent, design or any other proprietary or personal rights contained in any material transcribed for the Customer.

#### **Liability**

The Customer is able to assess the value of the materials provided for transcription and potential damage caused by errors in goods and services provided. Since A2i is not in a position to make such an assessment of value or potential damage, A2i's liability to the Customer for any default or breach shall in no case exceed the invoice value of the goods and services provided.

#### **Third parties**

A person, other than officers, agents or employees of A2i, who is not a party to an order may not enforce any of its terms under the Contracts (Rights of Third Parties Act) 1999.

#### **Jurisdiction**

These Conditions shall be governed by and interpreted in accordance with English Law.