

GRAPHICAPS[™] INLINE PRINTING

Advanced Softgel Capsule Technology to Build Brand Equity & Awareness

Set your brand apart from the competition with Catalent's proprietary patented* in-line ribbon printing technology!

As the leading innovator of softgel technologies, Catalent has over 80 years of experience in softgel development, delivery and supply to the Global Nutritional Supplement industry. Graphicaps[™] In-line Printing technology offers high quality precise incorporation of brand logos, product names or any other brand identifier on the softgel and helps build brand awareness and recognition.

Key Benefits

Graphicaps[™] Marketing Advantages

PREMIUM QUALITY Clear, precision printing for consistent and distinct brand communication on every softgel

IMPROVED BRANDING Reinforces brand equity at point of use

VERSATILITY Full ribbon print capability allows for full capsule coverage for softgel capsules, including Vegicaps[®] plant-based capsules and EasyBurst[®] chewable softgel capsules

PRODUCT CUSTOMIZATION Broad range of printing applications including product names, brand logos and wide range of images

Graphicaps[™] Consumer Benefits

IMPROVES COMPLIANCE Fun, appealing images can be printed on variety of shapes and sizes, ideal for children's products

PRODUCT RECOGNITION Delivers distinctly recognizable product labeling ideal for older consumers who may be taking several medications/supplements at a time

ENHANCES EXPERIENCE Customized printing creates additional point of differentiation for chewable products

* Patents have been granted globally in a number of countries including several European countries, USA, Brazil and Japan.



DEVELOPMENT



DELIVERY



SUPPLY



Ideal for Multiple Categories



OMEGA-3'S

MULTIVITAMINS

CHILDREN'S VITAMINS, MINERALS & SUPPLEMENTS

IMMUNE HEALTH

BONE HEALTH

EYE HEALTH

Catalent Can Deliver **Graphicaps™** Printed Softgel Solutions for Your Next Product Launch

Development Catalent can assist customers in the design and development of dedicated print to achieve the desired outcome for their individual product

Delivery **Graphicaps™** In-line Printing is a unique, innovative capability with clear consumer benefits using only high pharmaceutical quality food grade ink which is finely dispersed in food-approved solvents

Supply The capsules are manufactured using Catalent's highly standardized and qualified processes and will be manufactured at one of our cGMP state of the art manufacturing facilities in our global network

more products.
better treatments.
reliably supplied.™

Discover more solutions at consumerhealth.catalent.com

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