



## news release

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### **Information Mediary Corporation and Keystone Folding Box Co. Introduce New Electronic Compliance Monitoring Blister Pack**

***Ideal for clinical trials, package contains electronics that collect and report  
the most accurate dosing event data***

**NEWARK, NJ** – Keystone Folding Box Company, a manufacturer of paperboard packaging solutions, has collaborated with sensor and printed electronics provider Information Mediary Corporation to develop a “smart” blister package with many of the sustainability benefits of Ecoslide-RX®. The new **Ecoslide-RX®** with integrated **Med-ic®** technology made its debut April 21 at the 2013 Global Clinical Supplies Conference in New Mexico. The package is senior friendly and child-resistant (F=1).

Ideal for clinical trials where dosing data should be precisely recorded, Ecoslide-RX with Med-ic incorporates an electronic module and printed sensor grid inside the package, both of which are invisible to the patient. The hidden technology records the time, date and location when a dose is removed from the blister package.

Upon completion of use the data can be retrieved from the pack wirelessly; the data can also be read remotely using a smart-phone enabled with near field communication technology.

“While Med-ic smart blisters can be found in a range of pharmaceutical blister cards, the combination of Med-ic smart blister technology and the industry’s leading compliance packaging format allows pharmacy chains, brand managers, and clinical trial groups easy access to the best of both worlds in one smart, eco-friendly design,” said Michael Petersen, Chief Operating Officer of Information Mediary Corporation.

Med-ic has won two HCPC Compliance Packaging Awards including one branded pharmaceutical.

Named for its designation as the most eco-friendly product of its kind on the market, Ecoslide-RX is a child-resistant (F=1), senior-friendly compliance package made from 100% recyclable material. Ecoslide-RX contains no plastic in its secondary packaging and, unlike other paperboard compliance packs, requires minimal film and foil while maintaining the highest-possible child-resistance rating.

Recently, Ecoslide-RX was adopted by Walmart as a compliance package for use in the retailer's popular \$4 prescription drug program.

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**About Information Mediary Corporation (IMC):**

Information Mediary Corporation offers custom designed sensors (Class 3 EPC RFID and NFC tags), RFID readers, and groundbreaking innovations in printed electronics. IMC has developed affordable, low cost wireless cold chain temperature sensors, and smart label inlays that can monitor patient adherence with prescribed medication dispensed from intelligent pharmaceutical packages. For more information on IMC, call (613) 745-8400 or visit [www.informationmediary.com](http://www.informationmediary.com)

**About Keystone Folding Box Co.**

While Keystone continues to be a leader in the manufacturing and design of paperboard packaging, they are also a design center and source for non-paperboard packaging components. To learn more about Keystone Folding Box Company call (973) 483-1054, or visit [www.keyboxco.com](http://www.keyboxco.com).