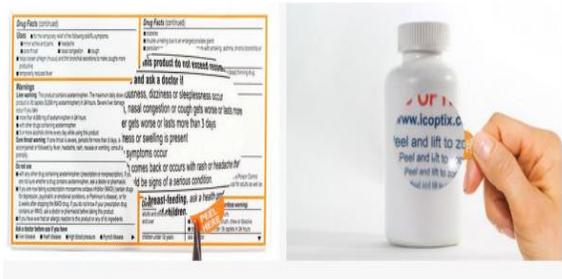


Can a built-in magnifier improve label readability?

By Rick Lingle (<https://plus.google.com/u/0/118130675445982146892>) in Labels (/taxonomy/term/375) on July 13, 2015



Patented technology makes a magnifier a part of the label.

A patented new type of label technology integrates a magnifier lens, which helps readability and as a bonus provides product security benefits, too.

The older I get, the more I appreciate the readability of labels and the more frustrated I am with those that aren't readable.

It turns out that I'm not alone and in fact am in the majority, according to a recent survey of U.S. consumers over 40 years of age, that found that 80+% have trouble reading small print on labels.

I haven't yet reached the point where I keep a magnifier handy for such instances, but wouldn't it be great if somehow a magnifying lens could be built right into the label?

That's the gist of a solution proposed by Jim Rittenburg, co-founder of IC Optix (www.ic-optix.com) (<http://www.icoptix.com/>), who considers this a significant

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patient safety concern for pharmaceutical products, not to mention the convenience it may add for a broad base of consumer packaged goods.

“Important information on the labels and packaging of many products, and particularly medicines, is difficult or impossible for many people to read without the use of some type of vision aid,” says Rittenburg, who previously worked in the product authentication side of labeling for more than 20 years. “Issues relating to readability of drug labeling is known to be a significant source of medical error. Our technology provides a very unique combination of user functionality and product security that provides a value-add feature to the consumer/patient and that also allows them to get involved in the authentication process.”

The layer featuring the lens can be peeled up to magnify the label, allowing patients to read small text, and then reapplied for multiple uses. Fixed or variable information can be printed anywhere on the lens film’s top or bottom side or on the label layer beneath the lens film, according to Rittenburg.

For cartons, the technology can be provided as a transparent label that can be applied as an over-label, he adds.

You can read the full article at our sister publication, *Pharmaceutical & Medical Packaging News*, by clicking here (<http://www.pmpnews.com/news/could-embedding-magnifier-lens-labels-improve-readability-150708>).

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