

Build the Power of Your Brand



What consumers say...

Recent consumer surveys confirm that colored and printed capsules are seen as the most modern and attractive oral dosage form.

Choose the Right Color

Capsugel partners with you to select the right capsules by helping you choose a shade that best matches your products properties and brand identity.

Capsugel provides expert advice about a product's functionality and feasibility based on your ingredients and the capsule polymers.

With more than 30 years of proven experience in color technology, the knowledge and expertise of Capsugel's marketing, R&D and production team is available for specialized and customized service requests of all types.



Transparent



Opaque



Pearlcaps



Two color

Select the Color Service That's Right for You

➤ **Capsugel Easy Color Service** Popular colors right from stock

Our Easy Color Service enables fast delivery of the most popular hard gelatin capsules.

Select your color easily using the color palette for the European market.

- Short delivery time for 19 colored hard gelatin capsules for the European market. Available in size 0 and 00.



➤ **Capsugel Colorlab Services** Select your color

Our Colorlab Service is supported by a dedicated team of laboratory and regulatory specialists to offer you:

- a broad series of color palettes
- color match: palettes suitable by product type or segment or customized upon request
- regulatory advice regarding the color marketability of your product
- technical support for the color formulation of the capsule

- Get access to the personalized Colorlab file, including technical sheets and customized color samples.

➤ **Capsugel Branding Center** Create your color

Our Branding Center gives you access to the expertise of our world-class team of marketing, business development, laboratory, R&D and regulatory specialists who are ready to support you with:

- color consultancy using recent consumer surveys and marketing expertise to help you select the right color
- a fully customizable capsule color proposal
- expert packaging and labeling recommendations
- full documentation and rationales behind branding projects

Online Capsule Color Selection Tool

Capsugel's online Capsule Color Selection Tool allows users to see what their final product will look like in a capsule, by allowing you to specify a nearly limitless number of color combinations for the cap

and body of the capsule, and immediately view the results on-screen.

Preview colors and print for your product at www.capsugel.com



Expert Printing

Printed capsules allow for product differentiation and brand linkage, improving consumer and patient confidence in your product.

Product positioning

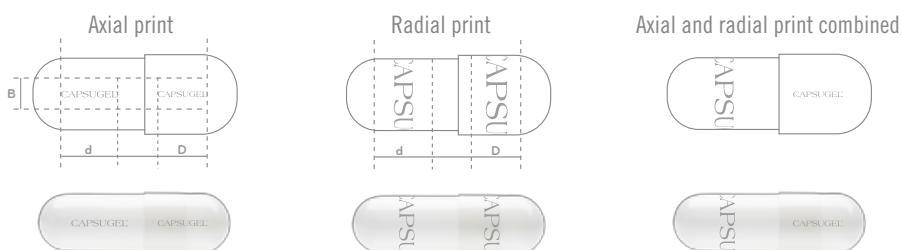
- Choose color and printing options that work best with your packaging and market segment
- Enhance the application with a clear pictogram

Brand identity

- Use the capsule as powerful communication support with color and your printed logo
- Ensure a strong brand image and identity

Printing possibilities

Give your product a strong visual identity with a company or a brand logo, the product name or dosage details. The printable circumference on a capsule is up to 320°.



Contact us for the different ink colors

For more information visit www.capsugel.com or contact your local Capsugel Representative.

References

1. White Paper, Colours and dietary supplements, Olivier Droulers, CREM UMR CNRS 6211 – IREA EA 4211
2. Implementing colour and printing innovation in food supplements
3. Quantitative study driven in Spain & Germany June 2008 by Expansion Consulteam

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