

Everything in order

New labeling concept for IV systems



Fluid Administration

The new labeling concept: typical B. Braun ...

User benefits:

- Clear and easy visual identification to distinguish between different IV set types.
- Informatively structured peel packaging.
- Modern labeling of all IV systems made from "a single source".

At a glance: recognition and identification of the right set

The large number of different products stored in hospital wards and warehouses can make it difficult to distinguish and select the right product, especially if you are under time pressure. Inadvertent product mix-ups can happen. To solve this problem and simplify the use of B. Braun IV sets, we have developed a new labeling concept that gives each set "a face of its own". The new B. Braun labeling concept helps hospital staff select the right product quickly and intuitively.



G Gravity infusion sets

- Intrafix® SafeSet
- Intrafix® SafeSet I.S.
- Intrafix® Air
- Exadrop®
- Dosifix®
- Medifix®

B Blood transfusion sets

- Sangofix® Air
- Sangofix® ES
- Sangofix® B
- Microbarrier

P Pressure infusion sets

- Intrafix® Primeline Classic
- Intrafix® Primeline Comfort
- Intrafix® Primeline I.S.
- Intrafix® SafeSet
- Infusomat® Tubing

Space line infusion sets

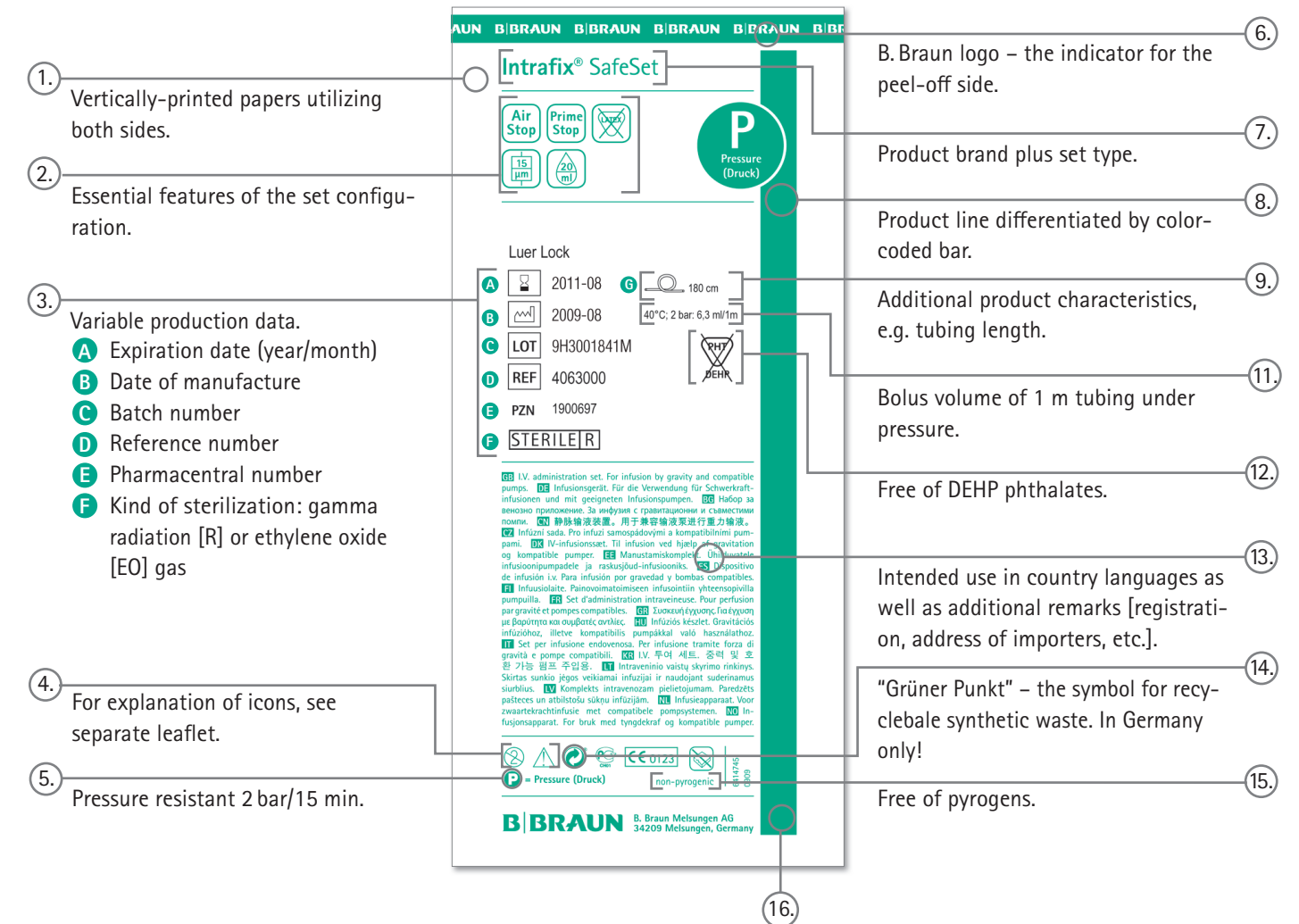
- Original Infusomat® Line
- Infusomat® Space Line

Special sets

- CytoSet®

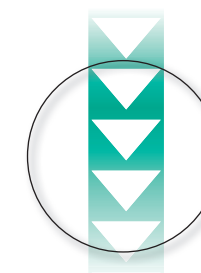
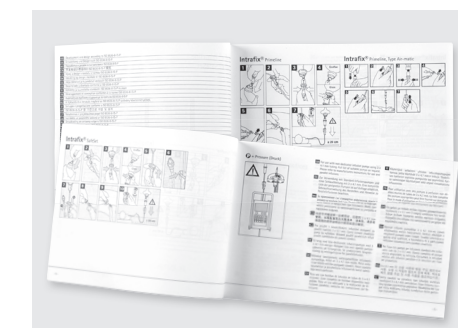
The new identity of IV administration sets: basic principles

The hierarchical presentation of information on the packaging makes it quicker and easier for the user to find the right products.



Instructions for use and additional information are printed on a separate package containing a back-check valve by a stripe of white triangles in a colored bar.

Differentiation of product variations containing a back-check valve by a stripe of white triangles in a colored bar.



The new packaging concept – elaborated for daily use



Comfortable peel opening for the set packaging.

Example of a shipping box for IV sets.
Detailed instructions for use including
feature explanations, pump compatibility, etc.
One by-pack leaflet in each shipping box.