



How Screen Printing Can Save Lives

Brand

Multinational Medical Brand

Business Type

Medical

Hospitality

Services

Screen Print+Die-Cutting

Kitting+Shipping

Concept

A multinational medical device company, came to us with a new product they wanted to launch. This product is a patient ID card that would help patients all over the world get identified more quickly by medical personnel. The humanitarian benefits were immense and we couldn't wait to help get this launched. The card similar to a credit card, but multiple sizes. These 3 cards had to come in a slim, mailable package/kit to reduce as much shipping costs as possible. These ID cards were going to be used worldwide so we also helped with the copy translation (over 12 languages/100+ countries). The ID's also needed to be printed with an ink that allows pens to write on the portions requiring custom patient information.

Challenge

Print and cut patient ID cards that can be written on, durable, and affordable in a cost effective kit to ship globally. Additionally, format them to be understood worldwide, in multiple languages.



Solution

500K+

Patient conditions identified

100+

Countries access better healthcare

We created an ink formula that converted their RGB colors to CMYK to print their exact branded colors, while mixing another ink formula that is able to be written on.

We also formatted and translated the copy to be understood in over 12 different languages with over 100 accessible countries.