



Press-Fit®  
gelcaps



XPress-Fit®  
gelcaps



## Differentiate your brand

WITH THE UNIQUE LOOK AND PERFORMANCE OF  
CAPSUGEL'S PRESS-FIT® AND XPRESS-FIT® GELCAPS

# Imagine the possibilities

**Breathe new life into existing product lines.**

## **Build your brand identity**

Leading pharmaceutical and OTC companies turn to Capsugel for an easy-to-apply brand building application.

Gel-enrobed caplets provide an achievable path to market differentiation and brand equity in a highly preferred OTC form, and most importantly help increase sales.

## **Let Capsugel show you the way...**

**More resources, unsurpassed knowledge, better outcomes.**

No other company has more experience than Capsugel to help extend the potential of your brand with unique and one-of-a-kind capsule-based applications.

- Over 75 years of experience in the healthcare marketplace
- Approaching 200 billion hard capsules produced annually for over 4,000 different customers in over 100 countries
- 8 finished dosage R&D and manufacturing sites - includes FDA and MHRA inspected commercial manufacturing sites
  - Leading edge manufacturing technology
  - Formulation development expertise



# Overcome market challenges

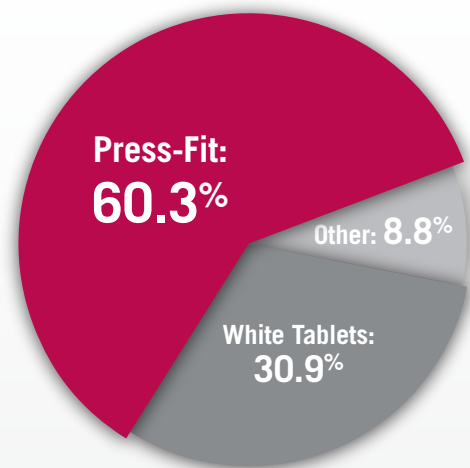
Easily apply brand differentiation with high-gloss gel-enrobed caplets.



Gelcaps, a commonly marketed product in the U.S., are created by taking a caplet and enrobing it with two gelatin halves to form an attractive dosage form that consumers prefer over tablets. In an independent study of OTC preference for gelcaps, consumers chose Caspugel Press-Fit® gelcaps by a ratio of two-to-one over white tablets\* for their improved characteristics:

- Easier to swallow
- Easy to digest
- Leaves no aftertaste
- Faster-acting form
- Higher quality
- No unpleasant odor

Consumers prefer this attractive form



\*Caspugel OTC Study, conducted by Newman Stein, Inc. Press-Fit Hard Gelcaps vs. White Caplet Visual Preference Test

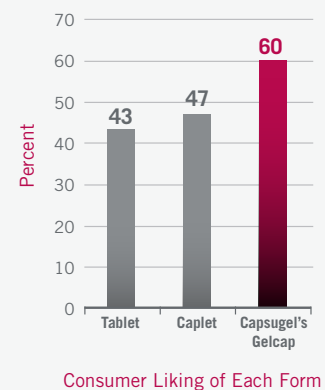
# Product form consumer research validates gelcaps

Studies over the last two decades show that consumers continue to increasingly favor gelcoat products over tablets and caplets. In the latest study conducted, 750 consumers in 25 major markets, were surveyed to determine dosage form preference and purchase intent based on various attributes. Consumers overwhelmingly chose gelcoat products.

Tablet & Caplet versus Capsugel's Gelcap\*

Characteristic	Importance	Tablet	Caplet	Capsugel's Gelcap
Generally easy to swallow	74%	31%	29%	<b>52%</b>
Doesn't get stuck in throat	69%	23%	22%	<b>41%</b>
Works quickly	69%	26%	20%	<b>37%</b>
No bad aftertaste	61%	23%	23%	<b>41%</b>
Are easy to swallow even for those having difficulty swallowing	60%	18%	16%	<b>42%</b>
Works quickest of all forms	60%	18%	15%	<b>27%</b>
Gentle and easy on stomach	59%	23%	19%	<b>33%</b>
Manufactured to highest quality assurance standards	55%	34%	33%	<b>45%</b>
Won't repeat/cause acid indigestion	55%	21%	19%	<b>30%</b>
No unpleasant odor	42%	27%	26%	<b>39%</b>

Preference of Solid Oral Dosage Forms\*



\*Study of Consumer Preferences: Solid Oral Dosage Forms, U.S.

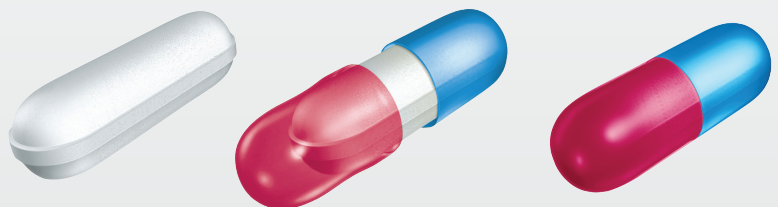
Bold numbers are significantly higher than tablets at the 90% level of confidence.

## Energize your sales by giving your product a differentiated appearance

Capsugel's proprietary Press-Fit® and XPress-Fit® gelcap technology is difficult to mimic and enables brands to create a new look for their product with minimal effort and without having to reformulate. The result is a product that stands out to consumers and helps generate increased sales.

As the leading global gelatin capsule manufacturer, Capsugel understands the unique benefits of gelcaps better than anyone and works closely with clients to help transform their brands based on their unique market dynamics.

Flexible gelcaps are stretched around a caplet of specified shape and dimension using a patented cold-shrink process.



# Create a new fast-release version of your product with XPress-Fit technology

While our traditional Press-Fit gelcaps totally enrobe a caplet core between two high-gloss gelatin coatings, our XPress-Fit technology achieves a faster disintegration time by leaving an exposed center portion of the caplet. This patented technology allows for rapid-release by allowing gastric fluid to enter the exposed center portion and accelerate gelcap disintegration.

Studies have shown that consumers worldwide recognize rapid effect as one of the most positive attributes of Capsugel's XPress-Fit gelcaps which can lead to just as rapid sales growth.

**Fast-Release**



**XPress-Fit technology leaves an exposed center portion for rapid-release.**



**Both Press-Fit and XPress-Fit gelcaps assume the shape of the caplet at the conclusion of the cold-shrink process.**

## Unique colors and customization

Capsugel's gelcaps can be uniquely configured to fit any branding goals, including single-color unibody design, two-color variations, and transparent halves that show the caplet surface. Logos and printing can also be applied for complete product differentiation.



## Manufacturing flexibility

Unlike competing gel-enrobed technologies, Capsugel gelcaps can be easily manufactured in-house without prohibitive investment, or can be outsourced.

Capsugel has collaborated with IMA, a leading manufacturer of capsule filling machines, to help you implement a robust process that is easy to install and operate without additional sealing. Capsugel has a proven track record of seamless technical transfer to manufacturing locations globally.

**Under 7 feet tall the Press-Fit machine takes up only 4 square feet of floor space.**



*IMA Zanasi 70C*

### Press-Fit Gelcaps Sizes

Size	Weight		Capacity	
	Mg	Tolerance Mg	Internal volume cm <sup>3</sup>	Weight capacity mg*
1000	45	±3	1.000	1200
800	37	±3	0.800	960
600	30	±3	0.600	720
500	29	±3	0.500	600
300	19	±3	0.300	360
250	16	±3	0.250	300

\*At a formulation of 1.2g/cm<sup>3</sup>  
As specifications are under continuous review, be sure to contact Capsugel for the most up-to-date technical information. Product specifications for Xpress-Fit capsule shells are customized based on desired gap size.



## Your product must continue to evolve

A highly competitive marketplace requires brands to continually reinvent themselves with unique product differentiation that can be easily leveraged and cost-effectively applied. Press-Fit® and XPress-Fit® enable a brand re-launch of existing tablets with new differentiated color and size options that can improve brand recognition and shelf positioning.

**For more information visit [www.capsugel.com](http://www.capsugel.com)**