



INTRODUCING

# DuraScriptRx

## Pharmacy Labeling Solution

### Can your pharmacy vial labels withstand daily handling and exposure to products such as hand lotions without fading or smudging?

#### What is DuraScriptRx?

Optical Phusion, Inc. partnered with Zebra Technologies to develop **DuraScriptRx**, a robust Pharmacy vial label solution. This solution enables your pharmacy labels to last much longer than ordinary standard labels and processes without fading or smudging.

This pharmacy vial label solution offers superior durability above and beyond the competition.

OPI's **DuraScriptRx** solution has been exclusively deployed and utilized by one of North America's largest Retail Pharmacies for 5+ years and proven it's unequaled reliability. Now, we are proud to offer this same innovative solution to your store.

**DuraScriptRx** labels are optimized for use with Zebra printers, which also qualify for **no-cost printheads** through the Zebra Printhead Protection Program. Talk to an OPI sales rep for more information.



#### DURABLE

**DuraScriptRx** prescription labels are resistant to:

- Scratching/Abrasion — handbag safe!
- Peeling and tearing
- Fading or darkening in heat or sunlight
- Smudging as a result of exposure to:
  - ▶ Hand lotions, soaps and sanitizers
  - ▶ Alcohol & Antiseptics
  - ▶ Common Household Products

#### SAFE & SECURE

The patented coating retains the integrity of vital medical information, protecting the **Five Rights of Patient Safety** — to ensure right patient, medication, dose, time, and method — for the life of the label. Direct Thermal Printing also removes risk of patient data left on ribbons (HIPPA).

#### CUSTOMIZED

Services include blank customized, branded and color coded labels printed and shipped on-demand. Or take advantage of the Make & Hold program so you never have to wait for print production when running low!

#### EFFICIENT

Direct Thermal Printing is 44% faster and 27% cheaper versus a Laser Printing Solution. **DuraScriptRx** labels are compatible with a majority of Thermal Printers.

### Contact an OPI Sales Rep about DuraScriptRx today!

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