



**virgin**care 

# two in one welcome pack

PTP Healthcare are delighted to announce the arrival of the new Virgin Care Welcome Pack.

In true Virgin style, the brief was to design a pack that cares for both patients and visitors alike – something functional and user friendly but also innovative, fun, memorable and with clear secondary use.

The kit contains all of the necessary care and grooming items that you would expect to find such as soap, hairbrush, tissues, toothbrush and paste but also includes handy items to keep patients and visitors entertained and amused like an activity/ puzzle book with pen and an ingenious 3-in-1 magnifying glass, bookmark and ruler (for the more elderly patients who may have forgotten their glasses).

It is the outer bags, however, that make this pack unique. The blue outer bag is a non woven tote shopper designed to hold patients belongings after their hospital stay and contained within this, attached by two poppers, is a waterproof zip loc pouch, good for holding toiletries and other essentials during their stay and beyond.

*"We are delighted with our new Welcome Packs! The initial feedback is that not only do they look great but they offer a really handy set of essential items to get you through a time when you may be scared and vulnerable. PTP Healthcare have done a great job in turning our brief into a functional, affordable pack which we hope highlights the Virgin Care values."*

Jess Eagar  
Head of Brand and Marketing  
Virgin Care Limited

*The waterproof pouch containing the pack contents, cleverly poppers into the tote shopper on presentation.*

