

FORM LAMPIRAN PENGAJUAN PROMO MATERIAL MARKETING

A. INFORMASI AJUAN PROMAT

JENIS AJUAN PROMAT ☒ NEW PROMAT ☐ REPEAT ORDER ☐ SPECIAL GIMMICK ☐ PROMAT EVENT / RTD

JENIS PROMAT ☐ INVENTARIS ☒ NON INVENTARIS

NAMA PROMAT : BROSUR OLAPIN

QUANTITY : 4500 pcs

MATERIAL PROMAT : Cover : Art Cartoon ; Isi : HVS 70 gr

KETERANGAN : BROSUR UNTUK KEBUTUHAN DETAILING DAN KEGIATAN MARKETING 2026

BUDGET PROMAT : SPECIAL GIMMICK OLAPIN (NEW PRODUCT) (MKTJUP26-PR103) : Rp10.000.000

B. RENCANA PENGGUNAAN PROMAT

NO	NAMA PROMAT	QTY	KETERANGAN PENGGUNAAN	PERIODE
1	BROSUR OLAPIN	2,225	DETAILING PRODUK --> 89 FF x 25 pcs	Sep - Des 2026
2	JV tim Produk	100	DETAILING PRODUK	Sep - Des 2026
3	RTD	720	9 RSM x 1 RTD/BULAN (@20 dokter)	Sep- Des 2026
4	PP	250	9 RSM x 3 PP/BULAN (@10 dokter)	Sep- Des 2026
5	EVENT PURE 2026	255	DETAILING PRODUK	Nov 2026
6	EVENT ECNP GERMAN	100	DETAILING PRODUK	Oct-26
7	EVENT ARSAWAKOI	100	DETAILING PRODUK	Oct-26
8	EVENT PIT PDSKJI	750	DETAILING PRODUK	Sep 2026
TOTAL		4,500		

C. INFORMASI STOCK PROMAT

PENGGUNAAN PROMAT**

** Isi dengan promat dengan type / jenis yang sama

NO	NAMA PROMAT	QTY STOCK AKHIR	QTY PENGGUNAAN	TOTAL	AVG	KETERANGAN
1						
2						
3						
4						
5						
6						
7						
8						
TOTAL		0	0	0		

ANALISA AJUAN

*diisi oleh Marketing Support

- Promat produk baru.
- Budget tercantum belum pernah digunakan.

Tanggal Pengajuan : 27-Jul-26

Diajukan oleh,

Product Executive

Mengetahui,

Product Manager

Di koreksi oleh,

Marketing Support

Mengetahui,

MMS

Menyetujui,

Marketing Director

ARTWORK DESIGN STANDARD BROCHURE

PT. MERSIFARMA TIRMAKU MERCUSANA
DEPARTEMEN PACKAGING DEVELOPMENT

BROSUR OLAPIN

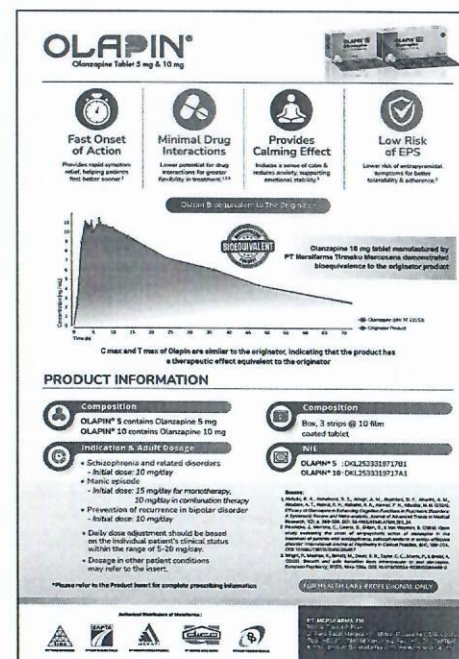
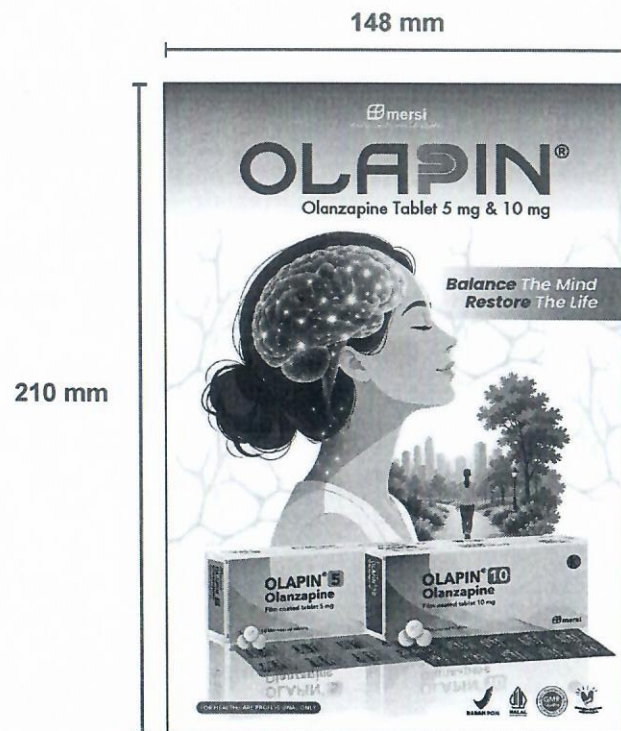
Dimension / size 210 x 148mm

Material	Vernish	Quantity
Art Carton 210 gr	Doff	

Front Side			Back Side	Mersi Address
Type Font			Type Font	Type Font
Product Name	Tagline Font	Another Font	Another Font	Another Font

Date of use:
(DD-MM-YYYY)

SKETCHES



Q 23/02

27/7/21

Not at scale - size in mm

 Cut	Logo Front Side	Logo Back Side						Color Process	Offset Code	Material Code
	 mersi <i>Good Quality Improves Life's Quality</i>									

Release	Drawing by	Approved by
Date	22/7/26	Marketing
Signature		
Name	Nahila	

 mersi

Good Quality Improves Life's Quality

OLAPIN[®]

Olanzapine Tablet 5 mg & 10 mg

***Balance The Mind
Restore The Life***



OLAPIN[®]

Olanzapine Tablet 5 mg & 10 mg



Fast Onset of Action

Provides rapid symptom relief, helping patients feel better sooner.²



Minimal Drug Interactions

Lower potential for drug interactions for greater flexibility in treatment.^{1,2,3}



Provides Calming Effect

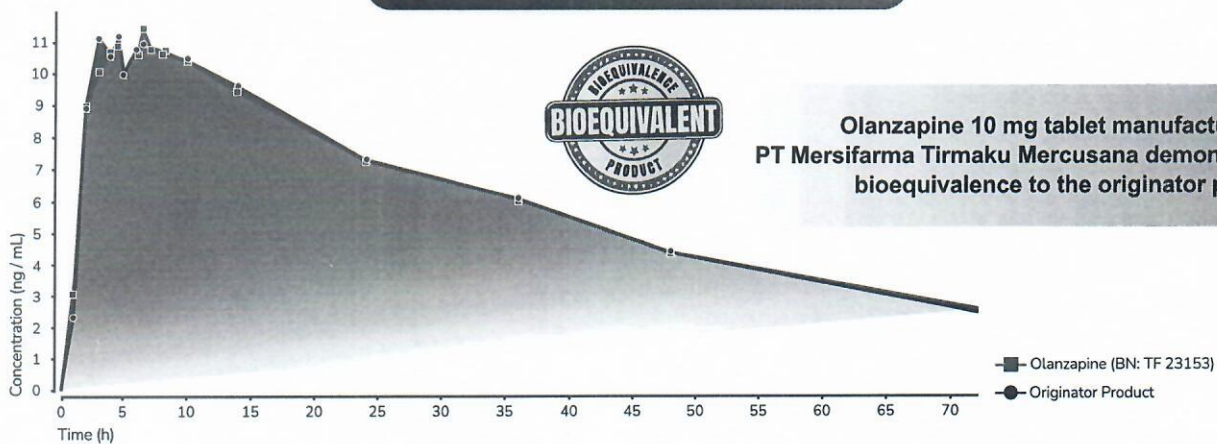
Induces a sense of calm & reduces anxiety, supporting emotional stability.³



Low Risk of EPS

Lower risk of extrapyramidal symptoms for better tolerability & adherence.²

Olapin Bioequivalent to The Originator



Olanzapine 10 mg tablet manufactured by PT Mersifarma Tirmaku Mercusana demonstrated bioequivalence to the originator product

C max and T max of Olapin are similar to the originator, indicating that the product has a therapeutic effect equivalent to the originator

PRODUCT INFORMATION



Composition

OLAPIN[®] 5 contains Olanzapine 5 mg
OLAPIN[®] 10 contains Olanzapine 10 mg



Indication & Adult Dosage

- Schizophrenia and related disorders
 - Initial dose: 10 mg/day
- Manic episode
 - Initial dose: 15 mg/day for monotherapy, 10 mg/day in combination therapy
- Prevention of recurrence in bipolar disorder
 - Initial dose: 10 mg/day
- Daily dose adjustment should be based on the individual patient's clinical status within the range of 5-20 mg/day.
- Dosage in other patient conditions may refer to the insert.



Composition

Box, 3 strips @ 10 film coated tablet



NIE

OLAPIN[®] 5 : DKL2533319717B1
OLAPIN[®] 10: DKL2533319717A1

Source:

1. Alotaibi, R. A., Alshahrani, S. S., Alhajri, A. M., Alqahtani, D. F., Alharthi, A. M., Alsabaie, A. T., Hajwal, R. H., Alshehri, A. A., Alawad, F. H., Alhodibi, M. H. (2024). Efficacy of Olanzapine in Enhancing Cognitive Functions in Psychiatric Disorders: A Systematic Review and Meta-analysis. Journal of Advanced Trends in Medical Research, 1(2), p. 388-398. DOI: 10.4103/ATMR.ATMR.183_24.
2. Peuskens, J., Mertens, C., Geerts, S., Gillain, B., & Van Vleymen, B. (2004). Open study evaluating the onset of antipsychotic action of olanzapine in the treatment of patients with schizophrenia, schizophreniform or schizo-affective disorder. International Journal of Psychiatry in Clinical Practice, 8(4), 199-204. DOI: 10.1080/13651500410005667
3. Wright, P., Meehan, K., Birkett, M., David, S. R., Taylor, C. C., Morris, P., & Breier, A. (2002). Smooth and safe transition from intramuscular to oral olanzapine. European Psychiatry, 17(S1), 104s-104s. DOI: 10.1016/S0924-9338(02)80468-0

*Please refer to the Product Insert for complete prescribing information

FOR HEALTH CARE PROFESSIONAL ONLY

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