CLAIMS

1. A packaging material (11) for a pharmaceutical product, said packaging material (11) having a coloured element (12) which, at a predetermined temperature below which the pharmaceutical product must be kept, discolours partially, revealing a marking (12’), wherein:

a) said element (12) is formed by a first portion, which forms said marking (12’) printed with a conventional ink, and by a second portion (12") printed with a thermochromic ink;

b) said thermochromic ink is coloured below said predetermined temperature and becomes colourless when said predetermined temperature is reached or exceeded;

c) said first portion (12’) and second portion (12") are arranged so that said first portion (12’) is substantially invisible below said predetermined temperature, but becomes visible when said predetermined temperature is reached or exceeded; characterised in that

d) said first portion (12’) and second portion (12") of the coloured element (12) are situated alongside each other.

2. The packaging material (11) according to Claim 1, in which the thermochromic ink is of the reversible type.

3. The packaging material (11) according to Claim 1, in which, when the first portion (12’) has spaces without conventional ink, the second portion (12") of the coloured element (12) also covers said spaces.

4. The packaging material (11) according to any of Claims 1, 2, or 3, in which the colour of the thermochromic ink is, below said predetermined temperature, quite similar to that of the conventional ink.

5. The packaging material (11) according to any of Claims 1, 2, or 3, in which the colour of the thermochromic ink is, below said predetermined temperature, as similar as possible to that of the conventional ink.

6. A method for producing a packaging material (11) for a pharmaceutical product, said packaging material (11) having a coloured element (12) which, at a predetermined temperature below which the pharmaceutical product must be kept, discolours partially, revealing a marking (12’), the production of said coloured element (12) comprising the following steps:

a) obtaining a packaging material (11);

b) printing said marking (12') thereon using an ink of the conventional type;

c) applying a thermochromic ink, which is coloured below said predetermined temperature, but becomes colourless when said predetermined temperature is reached or exceeded, so that said marking (12'') is substantially invisible below said predetermined temperature, but becomes visible when said predetermined temperature is reached or exceeded, characterized in that said thermochromic ink is applied so as to form a layer (12'') which is situated alongside said marking (12').

7. The method according to Claim 6, in which the thermochromic ink is of the reversible type.

8. The method according to the preceding Claim 6, in which, when the first portion (12’) has spaces without conventional ink, said spaces are also covered by a layer (12'') of thermochromic ink.

9. The method according to any of Claims 6, 7, or 8, in which the colour of the thermochromic ink is, below said predetermined temperature, quite similar to that of the conventional ink with which the marking (12’) has been printed.

10. The method according to any of Claims 6, 7, or 8, in which the colour of the thermochromic ink is, below said predetermined temperature, as similar as

possible to that of the conventional ink with which the marking (12') has been printed.