

Tube of the year awards

A barometer of creative innovation



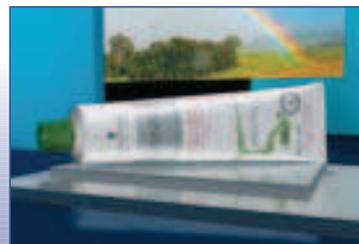
Best prototype: Shoulderless plastic tube offers significant weight reduction



Best plastic tube: intricate square holographic elements that create a brilliant play of colours thanks to the reflection of light



Prize-winning laminate tube: two different technologies were used for the print effect



Prize-winning aluminium tube: puristic design with matt white lacquer, a special tactile effect and green graphics

photos: Etma

On the occasion of the annual congress, marking the association's 50th anniversary, ETMA (the European Tube Manufacturers Association) also presented the Tube of the Year Awards. This competition within the tube industry, begun in 1981, took place this year for the 28th time. Seven experts judged the entries from ETMA member companies and made awards for the best and most innovative tubes in three categories - aluminium, laminate and plastic. There is, in addition, a special "prototype" category

In the **Aluminium tube** category the winner was the tube for **Essensity Soft Permanent Colour Cream** by **Schwarzkopf Professional**. Made by **Tubex Wasungen**, it has a matt white lacquer finish with a special tactile effect and is printed in a puristic design using a computer-to-plate process. The white matt finish, printed with green graphics, and the green cap give the tube an air of elegance.

The winner of the **Laminate tube** category was Alcan Packaging Beauty with the **Bye-Bye-Spot** tube for the **Nivea Visage Young** range. To achieve the required print effect two different technologies were combined: **Pixel Laminat** printing ensures exact reproduction of the smallest details as well as finely coordinated colour nuances and colour gradations, and at the same time hot foil stamping creates an attractive mirror effect. This combination of decorative techniques allows the production of photo-realistic matt or gloss designs with metallic effects, which is otherwise only known from labelling technology.

Tubex Rangendingen, was awarded and first place. Its outstanding features are the intricate square holographic elements that create a brilliant play of colours thanks to the reflection of light. The attractive pearlised colour of the outer layer and a correspondingly coloured inner layer emphasize, together with the embossed design elements, the excellent overall impression of the tube.

Tubex Rangendingen also featured in the **Prototype** category with their **Less is More** tube. The patented shoulder-less, co-extruded plastic tube is fitted with a permanently attached two-part bicolour flip-top closure. This lightweight cap system, developed specially for the new manufacturing technology, when combined with the shoulderless concept, allows an overall weight saving of up to 40 percent.

In the **Plastic tube** category the **Olay Definity** tube from **Procter & Gamble**, produced by **Tubex of Rangendingen**,

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NEWS

Tubes

Tube with metal-free, airless pump

Neopac | La Prairie Group chose Neopac for their **Cell Culture Age Care Hand Protector** because the new **Polydose** airless tube from Neopac/Megaplast combines a high standard airless system, with no metal parts, and the high barrier characteristics of a **Polyfoil** tube. In addition, the tube makes sure that less residue remains in the pack than is the case with other tubes. As La Prairie Group pays special attention to hygiene and to the safety aspects of their products, the majority are in airless dispensers from **Megaplast**. The hologram on the tube, as part of the company's design, as well as the silver hot foil logo, express the luxury aspect required for this up-market dermatological skin care brand.

For this particular product La Prairie Group wanted to change the hand-fitted label carrying the brand-specific hologram foil, and switch to a direct hot-foil stamping on the tube. The company's old hologram foil used to be hand fitted onto the primary packaging. This resulted in a less precise placement and is also less eco-friendly. By embossing the location of the new hologram foil the hologram is perfectly placed on each and every product.



photo: Neopac

Directly stamping the hologram onto the tube is more eco-friendly

Fastest tube filler launched

Subnil | Condor 300 is the name of Subnil's fastest tube filler. The new solution is a complete tube filling line also having the cartoner and bundler downstream. The tube filler has the capacity to produce up to 300 tubes/min. It fills viscous and semi-viscous products into tubes and closes them in various ways depending on the type of tube. Metal tubes are crimped whereas plastic and laminate tubes are sealed.



photo: Subnil

Complete tube filling line

Airless tubes for men's products

Rexam | For L'Oreal's **Biotherm Homme**, Rexam supplies the complete airless package that offers full protection for the **Force Supreme Neutralizer** product, a daily anti-wrinkle moisturiser for men.

Coty's Lancaster brand recently introduced two new formulations using the Rexam airless packaging - **Lancaster Sun Sport Easy On Gel** in SPF20 and **Lancaster Sun Men's Anti-Sunburn Dry Touch Gel** SPF30.

Rexam airless packaging is pre-assembled and shipped as a single pump and tube for simplified high-speed filling. **CTL** provides the dispenser tubes for the Biotherm product, while **Linhardt** is the tube supplier for Lancaster. The advantage of the airless combination is that it is cleaner, with precise dosage, complete evacuation and 360-degree application.

In both cases, Rexam's **SP343** pump is engineered to handle viscous creams and is available in a variety of materials for an optimum range of tasks. It has no pre-compression.

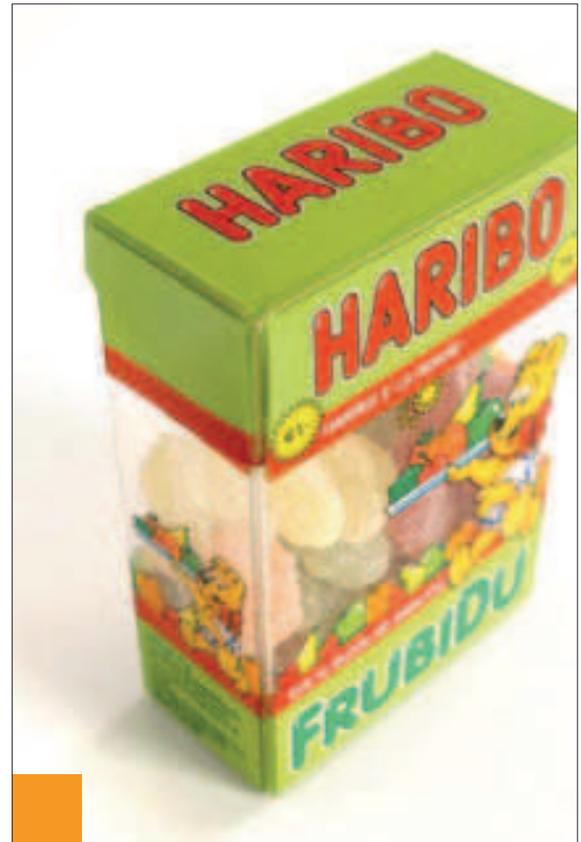


photos: Rexam

Beautifully designed with bright colours



Fitted with a metal collar for a sophisticated look



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Packaging

Tubes – this year's best



VIP of the Month

Petra Biehl of Evonik talks about a multi-functional approach to anti-ageing