

### TUBE DEMAND STABLE

*The demand for tubes in the first half of 2014 was satisfactory despite the numerous trouble spots in the world and some economies and regions in Europe remaining weak. Compared with the previous year, shipments of laminate and plastic tubes were slightly higher while aluminium tubes were able to maintain their good level. Overall, European tube manufacturers reported a satisfactory level of capacity utilisation. Competition from alternative packaging systems like pouches, sachets or dispensers is posing a particular challenge for the tube as a packaging material. The etma member companies have successfully responded to this challenge and have introduced a whole range of new ways to print and decorate the tube as well as innovative solutions for closures and dispensers. The tube industry is carrying out the necessary optimisation of production flows and using innovative technologies to meet the increasing demand for ever-smaller batch sizes and shorter delivery times coupled with ever-more complex wishes with respect to decoration and design.*

### AND THE WINNERS ARE...

*A jury has chosen the best tubes for 2014. They reflect the creativity and innovative capability of the sector and are a good trend indicator. You will find the winners of the aluminium, plastic, laminate and prototype tube categories on pages 6-9.*

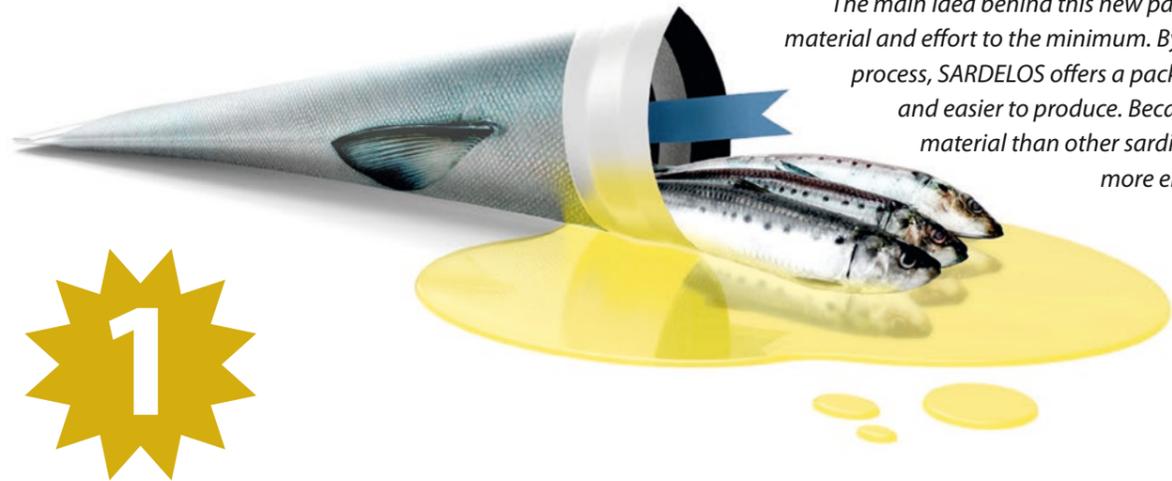
**TUBE  
OF THE YEAR  
2014**



+++ YOUR TUBE AWARD 2014 +++ The winners of the International Aluminium Tube Design Award 2014 have been chosen +++ We present the winning designs on pages 2-4 +++

**Francois Gustin**

**„SARDELOS“**  
The main idea behind this new packaging is to reduce the material and effort to the minimum. By reducing material and process, SARDELOS offers a packaging which is cheaper and easier to produce. Because SARDELOS uses less material than other sardines packaging, it is also more environmentally friendly.



**Pablo Torrecillas Monasterio**  
**„SAVE THE BRAND“**

The project idea is to redesign the aluminium tube's shape with two aims: get a more attractive image and ensure the safety of the product brand against deformation.



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Attracting 203 premium-quality and extraordinarily creative submissions from altogether 32 countries, the "International Aluminium Tube Design Award" can proudly claim to be a runaway success.

The objective of the novel aluminium tube design competition was to bring budding talents and experienced

professional designers alike into contact with the excellent material properties of aluminium.

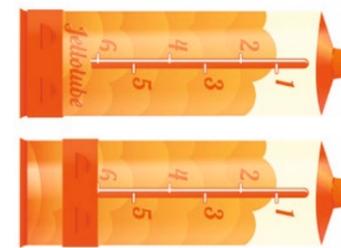
The winning design concept with the project name "Sardelos" manages this in a particularly creative way: Designer Francois Gustin from Austria created a novel and spectacular design to yield an entirely new product image that has hardly anything left in common with the traditional design of the aluminium tube. Second place went to Pablo Torrecillas Monasterio from Spain for his project "Save the Brand", an innovative tube shape that not only revolutionizes the concept of keeping a product in an aluminium tube, but also creates an entirely new "look and feel" experience. French graphic design student Tiphaine Rolland took third place with her project "Jellotube", which shows just how easy it is to make optimal use of the tube and its contents thanks to a special "pushing element" attached to the end of the tube.

The winners of the International Aluminium Tube Design Award 2014

# THE ALUMINIUM TUBE IN A NEW LOOK

For the second time, the European tube manufacturers association (etma) has held the "YOUR TUBE AWARD" competition in appreciation of excellent concepts in the areas of product and graphic design for the aluminium tube. After an expert jury narrowed down the field of prize-deserving projects to five submissions, the winners of the YOUR TUBE AWARD 2014 were announced at the interpack in Düsseldorf, where they proudly received the prizes. The race for places one to three was decided among design professionals and design

students from Austria, Spain and France, while the special prize for "Best Holistic Concept" went to young professionals from Germany and Spain. The winners of the international design competition shared a total prize purse of 10,000 €.

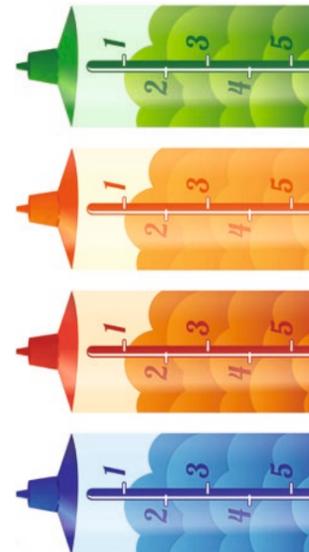


**Tiphaine Rolland**

**„JELLOTUBE“**  
JELLOTUBE has its own band. The band is a simple plastic piece you can close at the bottom of the tube. By pulling it up step by step, the jelly gets out. Each step equals to a dose for a cocktail glass.



3





**BEST HOLISTIC CONCEPT 1**

**Vanesa Moreno Serna**  
**„Sweet Topping“**

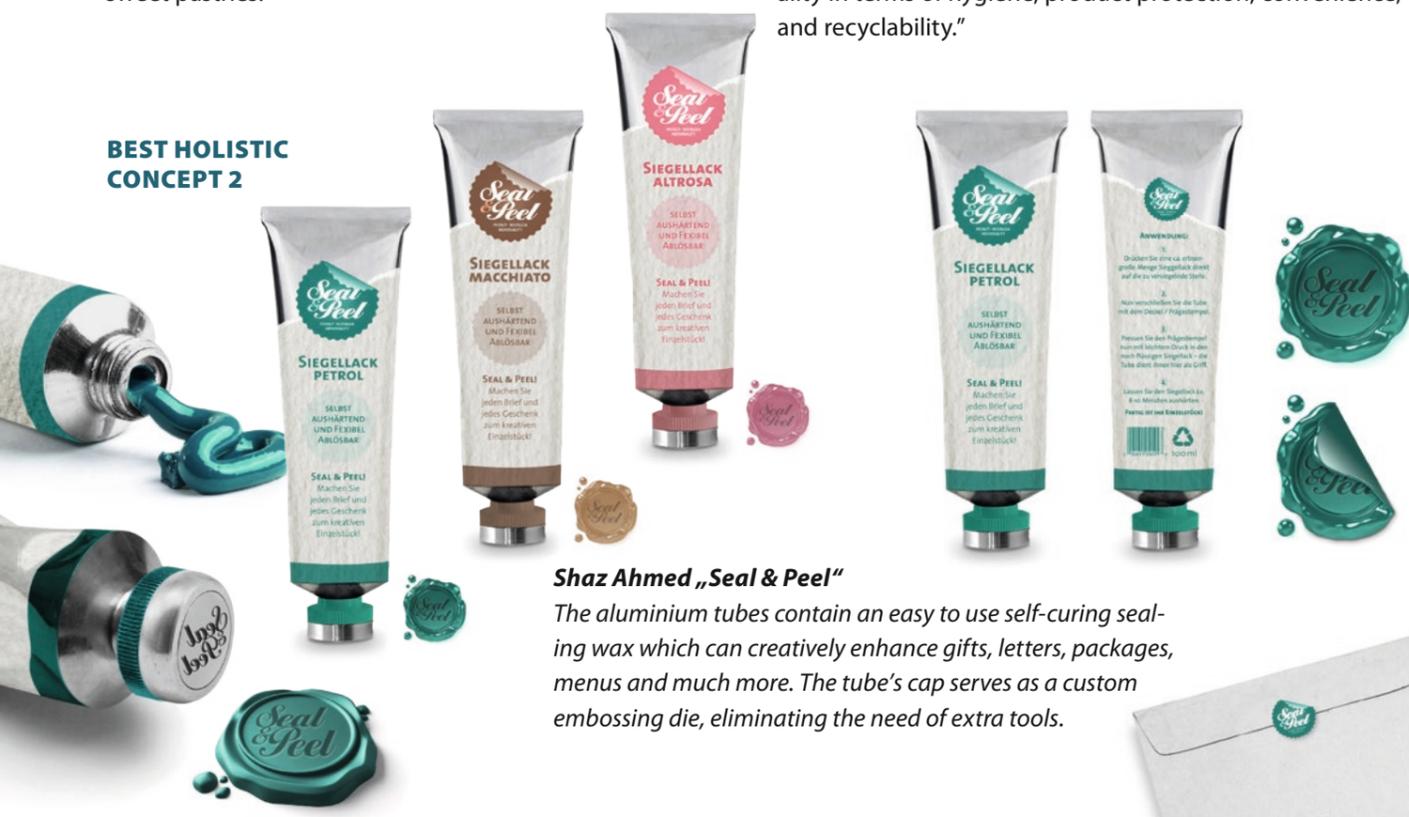
The idea is to turn yourself into a real pastry chef and decorate your muffins with this easy to use tool, and impress your guests! Sweet Topping is created by combining the aluminium tube and the pastry bag. Each tube has a unique nozzle shape to give a playful variety of flavours, colours and textures to your deserts.



The special prize for “Best Holistic Concept”, for example for fictive brands, was shared by two winners: German designer Shaz Ahmed convinced the expert jury with his project “Seal & Peel”, comprising a quick-drying special lacquer as a substitute for sealing wax that can be dispensed from the aluminium tube, as did also Vanesa Moreno Serna, a designer from Spain, whose project “Sweet Topping” features a novel functional closure for the decoration of sweet pastries.

“The YOUR TUBE AWARD 2014 impressively shows just how intensively the designers involved themselves with the aluminium tube as a packaging solution,” says Oliver Höll, Chairman of the etma Aluminium Tube Committee’s project group and member of this year’s design award jury. “The positive characteristics of the aluminium tube are not restricted to the unique look-and-feel experience of the package material, but also reflect its outstanding functionality in terms of hygiene, product protection, convenience, and recyclability.”

**BEST HOLISTIC CONCEPT 2**



**Shaz Ahmed „Seal & Peel“**

The aluminium tubes contain an easy to use self-curing sealing wax which can creatively enhance gifts, letters, packages, menus and much more. The tube’s cap serves as a custom embossing die, eliminating the need of extra tools.

**EUROPEAN TUBE STANDARDS BRING BENEFITS FOR THE WHOLE VALUE CHAIN – CONTINUALLY BEING IMPROVED AND UPDATED**

etma is the driving force when it comes to standardisation of flexible tubes in Europe. Uniform, modern, up-to-date and practical standards for this form of packaging benefit manufacturers, their suppliers, their clients and, last but not least, consumers. They provide uniform conditions and quality criteria, and create a solid basis for long-term investment planning, without limiting the necessary innovation in the sector. Uniform standards simplify processes along the whole process chain, make dealing easier and in the end benefit the consumer: the highest standards of safety and reliability, great, ever-newer products and more convenience.

“That is the reason why we are so active in this area,” says etma Secretary General Gregor Spengler explaining etma’s activities. “In doing so we have been quite successful outside the confines of our continent as well. The standards developed by us in Europe are also used as a benchmark in other important markets. Our work is not only bearing fruit in Europe but worldwide, too. We therefore regard standardisation activities to be an important part of our work in addition to statistical and technical services, regulatory affairs and PR activities.”

Currently, etma is pressing ahead with the new European standardisation project ‘Packaging – Aluminium Tubes – Tube Nozzles’. In addition, the revised EN 12377 ‘Flexible tubes – Test for the air tightness of closures’ and the new EN 16565 ‘Packaging – Flexible tubes – Test method to determine the orientation of the flip-top-cap’ will appear shortly as EU standards.

In addition, the list below summarises the European tube standards that are part of the periodical review this year.



**PERIODICAL REVIEW OF EUROPEAN TUBES STANDARDS IN 2014**

- EN 12374:** Flexible tubes – Terminology
- EN 12375:** Flexible aluminium tubes – Wall thickness determination method
- EN 13045:** Flexible cylindrical plastic tubes – Dimensions and tolerances
- EN 13048:** Flexible aluminium tubes – Internal lacquer film thickness measurement method
- EN 13461:** Flexible cylindrical laminate tubes – Dimensions and tolerances
- EN 14391:** Collapsible aluminium tubes – Tactile warnings of danger
- EN 15653:** Flexible aluminium tubes – Test method to check the resistance of the internal protective coating against ammonia

At this year's congress of the European tube manufacturers association (etma) in Milan, a jury comprising association members selected winners in the Aluminium Tubes, Plastic Tubes, Laminate Tubes and Prototypes categories. The experts were particularly impressed by the innovative solutions in the form of small tubes and the excellent examples of exceptional design and fantastic printing quality.



## ETMA PRESENTS TUBES OF THE YEAR 2014: HIGHEST QUALITY PRINTING AND

A solution for an extremely small tube won through in the Prototypes category. With its Miniwing closure Hoffmann Neopac of Switzerland presented an ergonomic cap solution for smaller tube formats with diameters from 10 to 25 mm. Customers often have difficulty opening and closing such small tubes. The Miniwing solution helps here. Thanks to small reinforcements on the cap consumers can better grip and turn it, and their hands do not slip off so easily. The Miniwing closure fits all standard nozzle heads and all dropper tubes to give well-dosed and precise application.

**TUBE  
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Gregor Spengler, etma's Secretary General, was pleased with the quality of the entries and the decision of the jury: "The winning tubes make clear where the journey is heading. And that can be taken literally here. Ever greater mobility is fuelling the trend towards smaller and extremely small packs. And the tube is simply perfectly placed for such applications: being stable and unbreakable, with high standards of hygiene and the best barrier properties for optimal product safety."



## DESIGN. SMALL TUBES REALLY BIG.

The Dermophil Expert Soin Universel small-format tube from Albéa took home the first prize for plastic tubes. With its My Little Cap, the French tube manufacturer offers the smallest flip-top cap currently available on the market. Dermophil Expert commissioned the development of the snap-on flip-top cap, which is suitable for tubes of 16 and 19 mm diameter, for its Soin Universel product series. This special appearance means these tubes also perfectly match the larger tubes in the series and thus give the whole product range a uniform look. The cap's very high pull-off force makes the tube childproof. It can also be opened and closed again easily with one hand and is ideal for smaller packs for travel, product samples, promotions and any applications requiring a small dose.

**TUBE  
OF THE YEAR  
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The first place in the Laminate Tube category went to the AXE Peace tube from Essel Deutschland for Unilever's European product launch. Here the jury was impressed by the transparent window at the end of the tube, the absence of any disruptive side seam (thanks to 360° inviseam technology), the high covering power of the inks in the non-transparent areas and the unusual design of the welded tube end. The tube was manufactured from a transparent laminate with a plastic barrier. The printing is the result of a combination of flexo and screen printing processes with additional special metallic silver printing for the AXE logo and other design elements.

TUBE OF THE YEAR 2014



TUBE OF THE YEAR 2014

The winner of the Aluminium Tube category was the Igora Hair Coloration tube, which was produced by Tubex Wasungen of Germany. The colour of the tube changes in extremely fine gradations from orange on the

reverse of the tube to a fascinating pink on the front. The combination of aluminium and unique colours produces the dazzlingly iridescent colour gradient. The brand name is in reversed-out printing and the shim-

mering aluminium literally puts on a glittering performance for the brand. Swinging and dynamic, lively and exciting and thus a perfect fit for the Igora Vibrance product range.



DESIGN CREATES EMOTIONS

Linhardt of Germany has developed a tube to satisfy customers' aspirations and perceptions for the Body Wash range of shower gels and creams from Weleda. The co-extruded plastic tube contains 50 percent post-consumer recycled (PCR) material in the outer layer. The print is striking with its unusual half tones and very smooth transitions and gradations. The product is available in six different types of herb, including citrus, buckthorn, wild rose and lavender. The purchaser is struck by the extremely fine and sophisticated image of the respective herb. This not only establishes an emotional bond with the product but also simultaneously conveys image segments that express the naturalness of the brand and the producer in equal measure, which it does persuasively.



Slovenian manufacturer Lajovic Tuba is marketing an innovative laminate tube. Its WheyLayer barrier laminate (WBL) tube has a protein coating for use with plastic films that have barrier properties. According to the manufacturer these coatings are superior to those of existing biopolymers and offer a promising alternative to expensive synthetic barrier layers. This innovation promises a range of benefits and having barrier properties superior to those of other bioplastics makes this alternative particularly interesting for synthetic oxygen barrier layers from an ecological point of view. It promotes recyclability or compostability and reduces the environmental impact of packaging.



INNOVATION FOR THE ENVIRONMENT

Under the project name 'Printing Glamour' manufacturer Alltub Italia has instigated an upgrading offensive for its aluminium tubes. The company wants to satisfy the growing demand for exclusive and glamorous packaging designs in an ever-more discerning market using a whole range of unusual finishing technologies. The 'nashi hand cream' impresses with its unique haptics, even more vivid colours and its unique look, which is underscored by an elegant matt cap with gold hot printing that creates a truly stylish appearance.



The new etma website is now a reservoir of ideas and a source of inspiration for anyone engaged in the design of tubes and the development of new products and new forms of packaging. Designers, packaging and product developers, marketing and advertising specialists as well as sales and product managers will find a whole host of innovative and unusual examples of tubes made from aluminium, plastic or laminate as well as selected prototypes that offer creativity with regards design, branding and exceptional presentation. The website also presents novel dispenser systems and closure solutions, concepts for sustainable and eco-friendly packaging solutions, and lots more.

"You should definitely take a look at the newly activated 'Tubes' category on the etma website," says etma Secretary General Gregor Spengler. "Together with the winners' gallery of our 'Tube of the Year' competition from recent years it offers a broad range of interesting stimuli. We want to continually expand this reservoir as a service for our members as well as for the whole industry sector, including designers and product developers."

You will find the etma website at [www.etma-online.org](http://www.etma-online.org).

IDEAS AND INNOVATIONS JUST A CLICK AWAY



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We look forward to hearing from you!



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