

European tube industry very stable despite turbulent times:

ETMA ANNOUNCES SLIGHT GROWTH IN TUBE PRODUCTION IN 2016

The output of the European tube industry continued its upward trend in 2016 despite the complicated

economic and political environment in Europe and the rest of the world. According to the European Tube Manufacturers Association (etma), total tube production rose one per cent year-on-year.

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etma at Interpack 2017

FLEXIBLE TUBES ENJOYING GREAT POPULARITY

Düsseldorf will again be the international meeting point for the packaging sector from 4-10 May 2017. The European Tube Manufacturers Association (etma) will be exhibiting on a joint stand with the German Aluminium Association (GDA), where it will be presenting highly topical information at first hand on the tube as a form of packaging (Hall 11, Stand A37).

A very important aspect that will run through all topics at this year's Interpack is the interrelationship between packaging and societies and cultures that are undergoing change, and packaging's influence on them. The president of Interpack 2017, Friedbert Klefenz, pointed to this relationship in detail in an interview and made clear how social change is also affecting the packaging sector.

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etma's Secretary General Gregor Spengler was justifiably pleased with these good figures: "In light of Brexit and the resulting uncertainties coupled with the economic difficulties that continue to exist in parts of southern Europe, which are creating insecurity for many consumers and dampening their willingness to spend, one cannot rate this result highly enough. It demonstrates impressively the capability of our member companies, who after all account for some 70 per cent of total European tube production. And with their innovative capability and their high quality standards European companies, and in particular our member companies, are determining quality criteria worldwide. They are pointing the way forward for new developments and technology and are recognised around the globe as the undisputed benchmark. Our European standards for the production of tubes are the yardstick globally and thus

make a decisive contribution to quality standards for tubes all over the world."

Some 90 per cent of the well over ten billion tubes produced by etma member companies in 2016 were used in Europe. Aluminium tubes currently have a market share of 37 per cent, the same as laminate tubes, while plastic tubes account for some 26 per cent of the total.

These figures mean laminate tubes were able to improve their market position. Their growth was mainly attributable to growing use in markets for cosmetic applications. It was the cosmetic sector that also showed the largest gains in 2016: it accounted for 46 per cent of all tubes used. It was well ahead of the tube markets for toothpaste, with just over 20 per cent of the total volume, and the pharmaceuticals sector, with just under 20 per cent. The food products sector still accounted for almost nine per cent of all tubes produced, while the remaining five per cent went into industrial or household applications.

GERMAN TUBE PRODUCERS COMPILE DEFECT EVALUATION LIST FOR ALUMINIUM TUBES

The manufacturers of aluminium tubes organised within the German Aluminium Association (GDA) have prepared the DIN SPEC 55513 with respect to a defect evaluation list for aluminium tubes in the relevant technical committee of the German standardisation body (DIN). The document specifies uniform quality standards for

the manufacture of aluminium tubes. Comments of other stakeholders in the supply chain were taken into consideration. This industry recommendation is intended to serve as the basis for quality specifications between tube suppliers and customers.

Subsequently etma submitted a new work item proposal to the Euro-

pean Standardisation Institute (CEN) and is currently working on a corresponding European standard which is based on the German DIN SPEC 55513 in order to achieve a harmonised European approach in this field to the benefit of tube producers, customers and the final consumer.

VOLUME AND PRINTING IN A NEW DIMENSION

Italian tube manufacturer La Metallurgica has come up with an innovation for the cosmetics sector: a digitally printed 180 ml aluminium tube for hair colouring products with a volume three times greater than a normal tube for consumers and even almost twice as big as the professional version used in hair salons. The advantages of this tube are obvious: lower costs, it saves space in the hair stylist's salon and it effectively reduces packaging material. And on top of this, aluminium is an infinitely recyclable material.

The digital printing of the aluminium tube also opens up unimaginable design options: it allows numerous colour shades and finely nuanced colour gradations to be obtained just as easily as it is to reproduce every conceivable motif photorealistically in the best possible quality. With its DigIT print and the introduction of variable data, La Metallurgica is opening up exciting marketing opportunities. Each individual tube can now be designed to carry marketing codes, the name of the client or an individual design, whether it be for security or promotional reasons.





PRECISE AND CONVENIENT APPLICATION FOR WELL-BEING OF PATIENTS

The French company Alltub has produced these aluminium tubes for a new pharmaceutical product for the Romanian market: Regen-Sil is a gel for healing and regenerating the skin. The tube has a very distinct dispensing system: a special quarter-turn nozzle cap that provides the extremely precise dosage required and at the same time allows the gel to be applied simply and conveniently. This innovative closure and dispensing technology offers a real product advantage because it is very easy for patients to use.



Tubemaker Tubopress Italia impressively demonstrates the possibilities for tube design with its new rainbow print tube for the well-known premium brand Missoni. The tube's unusual appearance was inspired by the legendary Missoni perfume glass bottle, in which the interplay of transparency and colours conjures up

a unique look. The sensational tube design is the result of extensive experience and expertise in graphics and perfect craftsmanship: colour shades create iridescent effects. Perfect realisation and implementation of the printing perfectly requires printing

staff with many years' experience and great technical expertise. The tube's appearance is truly overwhelming and unique: the perfect and unmistakable presentation of a great brand.



UNIQUE
PRESENTATION
OF A
FAMOUS
BRAND

Elegance and glamour for a very special anniversary



To mark the brand's 65th anniversary, Embryolisse Laboratoires has brought out a special edition of its Lait Crème Concentré Gold to give its key product a more glamorous look. Spanish tube producer Witte y Solá developed a gold-coloured aluminium tube with a sophisticated surface structure reminiscent of sand. This optical and at the same time tactile effect was achieved by applying an external coating, and thus colouring the grey metal particles, until the desired effect was obtained: a tube with a breathtaking golden sheen whose elegance and luxurious appearance is emphasised even further by the black lettering and the understated design. The tube cap and a plastic insert that only becomes visible when the tube is opened round off the tube's impressive overall impact.



Unilever has chosen Ovation tubes from French tubemaker Albéa to launch its Derma Spa range. Thanks to their special shape, the oval laminate tubes offer about ten per cent more space for conveying messages than conventional cylindrical tubes. But that is not the only reason why they have an impact at the point of sale: a highly reflective PBL material creates splendid metal effects and oval flip-top caps and coloured shoulders emphasise the elegant shape of the tubes. Flexo printing, silk screen and colour-matched hot stamping give them their elaborate eye-catching appearance. And last but not least, these tubes demonstrate the pooling of Albéa's European expertise: the tubes are made in Germany and then printed in Poland, while the caps are produced in France. A truly European product.

SPLENDIDLY



SHAPED



XXL-SIZED PREMIUM APPEAL

L'Oréal wants to expand its Garnier range in Middle Eastern markets with a jumbo-sized product. For brand management reasons, the company wanted to keep its existing range of packaging with which customers in other regions are already familiar. So it decided to use a 390 micron premium ABL tube from Essel Propack for its haircare shampoo. The tubemaker has developed an XXL-sized tube with a diameter of 50 mm and an increased length of 210 mm, thus making a capacity of 300 ml possible. The tube print is achieved using a Gallus flexographic printing press and in-line hot foil stamping is used to accentuate the premium character of the product range. Despite its volume, the tube has an elegant, premium appearance. The harmonious design emphasises the brand's high-quality. The oriental-looking ornamentation in the background is aimed directly at female consumers in the Arab markets.



ECOLOGICAL CONCEPT AND TRANSPARENT LOOK

Yves Rocher is very much aware of its brand's ecological responsibility. This was one of the reasons for choosing a tube that uses 25 per cent less material than a conventional plastic tube. But the tube supplied by German producer Tubex also offers other significant benefits: there is no gap between the cap and the shoulder so that the ingress of water into the cap is not possible. This makes its use significantly more hygienic and, of course, more pleasant. The transparent tube body is visually attractive and the perfect degradations of the flexo prints give the fruit and leaves a photorealistic appeal. Lettering is added using silk screen printing and guarantees excellent legibility despite the fantastic transparency.





PERFECT PRODUCT PROTECTION AND LUXURIOUS DESIGN

Elizabeth Arden is using a Polyfoil Evolux airless tube from Neopac for its novel Prevenge City Smart skin protection product. The tubemaker from Switzerland is thus providing excellent protection for the sensitive contents. The airless tube is also synonymous with precise dosing, an extremely smoothly operating pump and reliable 360° application. In addition, the special dispenser system ensures that the product does not come into contact with the metal springs. The yellow, ergonomically shaped 'actuator' allows simple and precise application and harmonises perfectly with the design of the Prevenge product line, while the silver cap emphasises the luxurious appearance of this unusual tube even more.



Spanish tube manufacturer CTL-Tuboplast has developed the tubes for the complete Tai & Jon body and hand care range. It uses a special 360° metallisation process from the skirt of the tube shoulder to the crimp area. The excellent print is achieved using an impressive Heptacromia digital offset process (HP Indigo). This results in a unique combination of photographic reproduction of the motifs with elegant colour gradations and gradients. It makes the tube an impressive eye catcher at the point of sale: the fantastic design and elegant shape with its metallic sheen give the tube a stylish look and premium appearance.

IMPRESSIVE EYE-CATCHER AT THE POINT OF SALE





GREAT LOOK USING RELIEF IMAGES AND DESIGNS

Turkish tube producer Perfektüp is adopting a new approach with its laminate tube for Kardem Care Olive shampoo. With its innovative embossing technique, it can now create relief images and designs on the laminate print. A combination of glossy and matt lacquer was used for the olive shampoo. This means the tube not only catches the eye with its unusual appearance, it also offers a great haptic and tactile effect at the same time. This is a distinguishing feature that is not only compelling on the shelf but also in everyday use, and which strengthens brand bonding with the consumer. A tamper-evident snap-on cap complements the tube's persuasive appearance.



Translucent visual effects & innovative elements



Spanish tube manufacturer Petroplast has developed a new tube format for the do-it-yourself sector that combines impressive printing technology with innovative marketing features. The new plastic tube has been developed using a 360° all-around transparent sticker. This innovative option ensures every brand element is completely legible thanks to the translucency of the contents. Customers can thus clearly see the colour of the product and decide on the specific colour shade required. Together with the ribbed cap and the special cannula applicator, these are features that score at the point of sale as well and provide excellent support for marketing activities.





German tubemaker Linhardt used several printing and conversion technologies to produce the plastic tubes for the John Frieda product range. They emphasise the premium nature of the brand and the special quality of the contents. The result is really impressive and justifies the great effort involved in every respect. The well-coordinated interplay between the technologies used results in a design that immediately catches the eye at the point of sale and impressively conveys the product's quality and the brand's claim onto the retail shelf. Offset printing



EXCELLENT PRINTING TECHNOLOGIES MAKE PERCEIVED VALUE VISIBLE

is used for the watermark (New York, Paris, London), the black banderole at the end of the tube and the finely nuanced rainbow print of the Sheer Blonde tube. Screen printing is used for the matt lacquer at the end of the tube, the lettering and the differ-

ent coloured banderoles. The tubes are then silver embossed to give them a particularly elegant finish. An impressive example of how today's modern printing technology can contribute to a sophisticated tube design.



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For example, the trend towards more single-person households in the Western industrial nations is leading to greater demand for smaller sized packs. The increasing trend towards consumption on-the-go will mean ever more products are being consumed on the move and in smaller portions. And what is more, the ageing society will play an ever-more important role in the pharmaceutical sector, by ensuring growing demand for these products. However, older target groups also have their own needs when it comes to appropriate packaging, especially packaging that is easy and convenient to use.

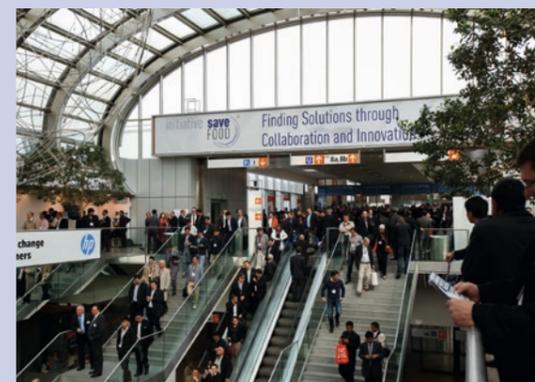
"These topics are particularly interesting and exciting for the tube, of course," says Gregor Spengler, etma's Secretary General, with a smile. "After all, tubes are light, unbreakable and easy to handle so they are the ideal packaging for people on the move. On top of this there is the tube's ability to dispense exact portions, its excellent barrier properties and its very good resealability. Incidentally, all of

the advantages the tube offers also benefit the Save Food concept, which will be a key aspect at this year's Interpack, too. And with its uncomplicated handling, ease of opening and resealing, precise dosing and the highest level of hygiene, the tube is particularly well suited both for pharmaceutical products and the growing target group of older people. We want to make these benefits the subject of discussion at the trade fair and together with our member companies initiate and promote appropriate solutions and ideas within our organisation."

New solutions for intelligent, communicative packaging will also play an important role at the trade fair. The focus will be on smart packaging, Packaging 4.0 with all its innovative technologies and processes, and the growing importance of packaging's marketing function. Packaging often represents the initial and extremely important contact between the consumer and a brand. Together with the spontaneous decision to purchase at the point of sale, this aspect is also accounting for more and more emphasis being given to packaging design.

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PROCESSES AND PACKAGING LEADING TRADE FAIR



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