

Tube of the Year 2017: INNOVATIONS AND FASCINATING DESIGNS

The European Tube Manufacturers Association, etma, chose the winners of its annual Tube of the Year competition during this year's annual meeting of its members in Vienna in the categories aluminium, plastic, laminate and prototype tubes.

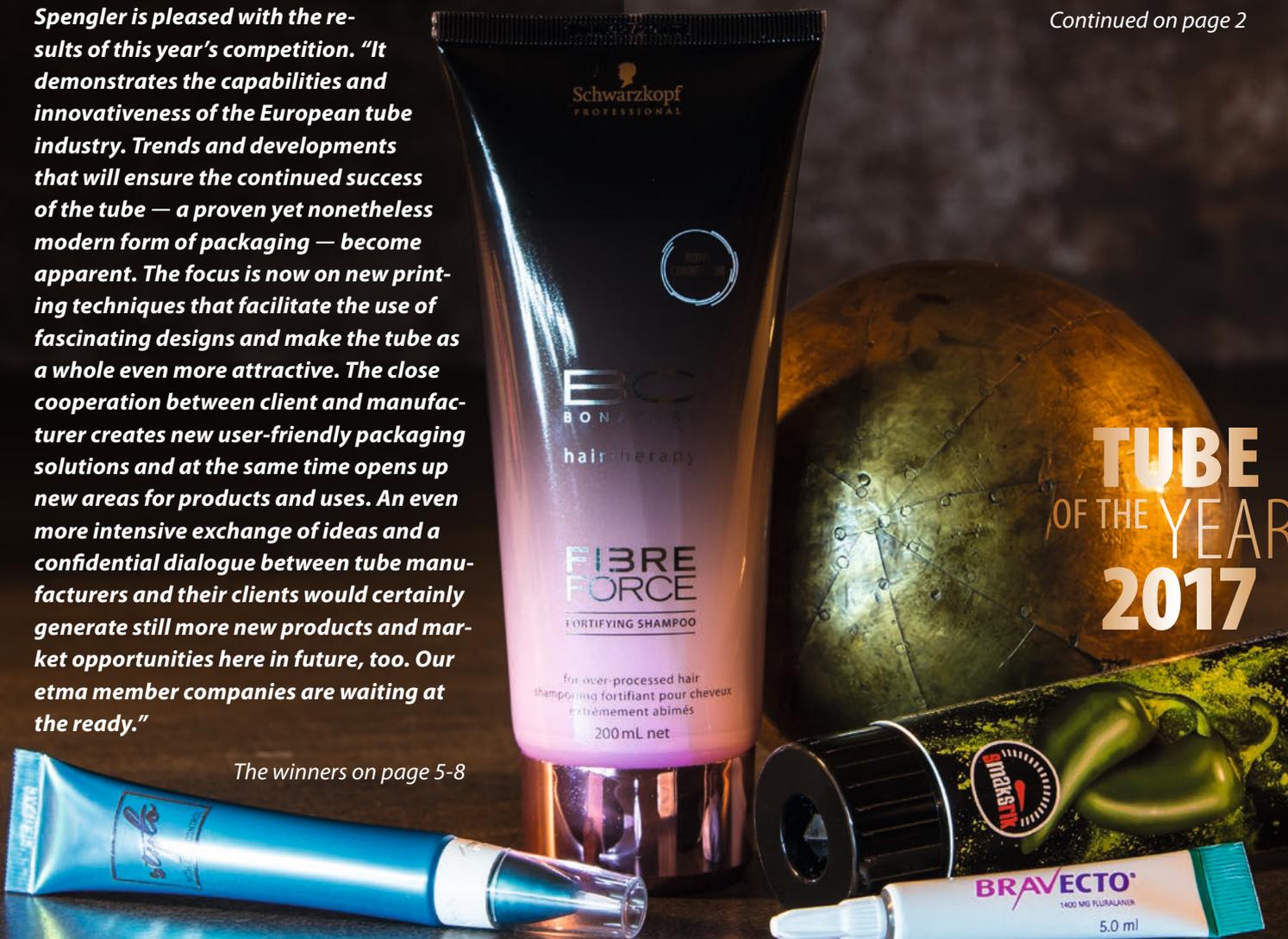
etma's Secretary General Gregor Spengler is pleased with the results of this year's competition. "It demonstrates the capabilities and innovativeness of the European tube industry. Trends and developments that will ensure the continued success of the tube — a proven yet nonetheless modern form of packaging — become apparent. The focus is now on new printing techniques that facilitate the use of fascinating designs and make the tube as a whole even more attractive. The close cooperation between client and manufacturer creates new user-friendly packaging solutions and at the same time opens up new areas for products and uses. An even more intensive exchange of ideas and a confidential dialogue between tube manufacturers and their clients would certainly generate still more new products and market opportunities here in future, too. Our etma member companies are waiting at the ready."

The winners on page 5-8

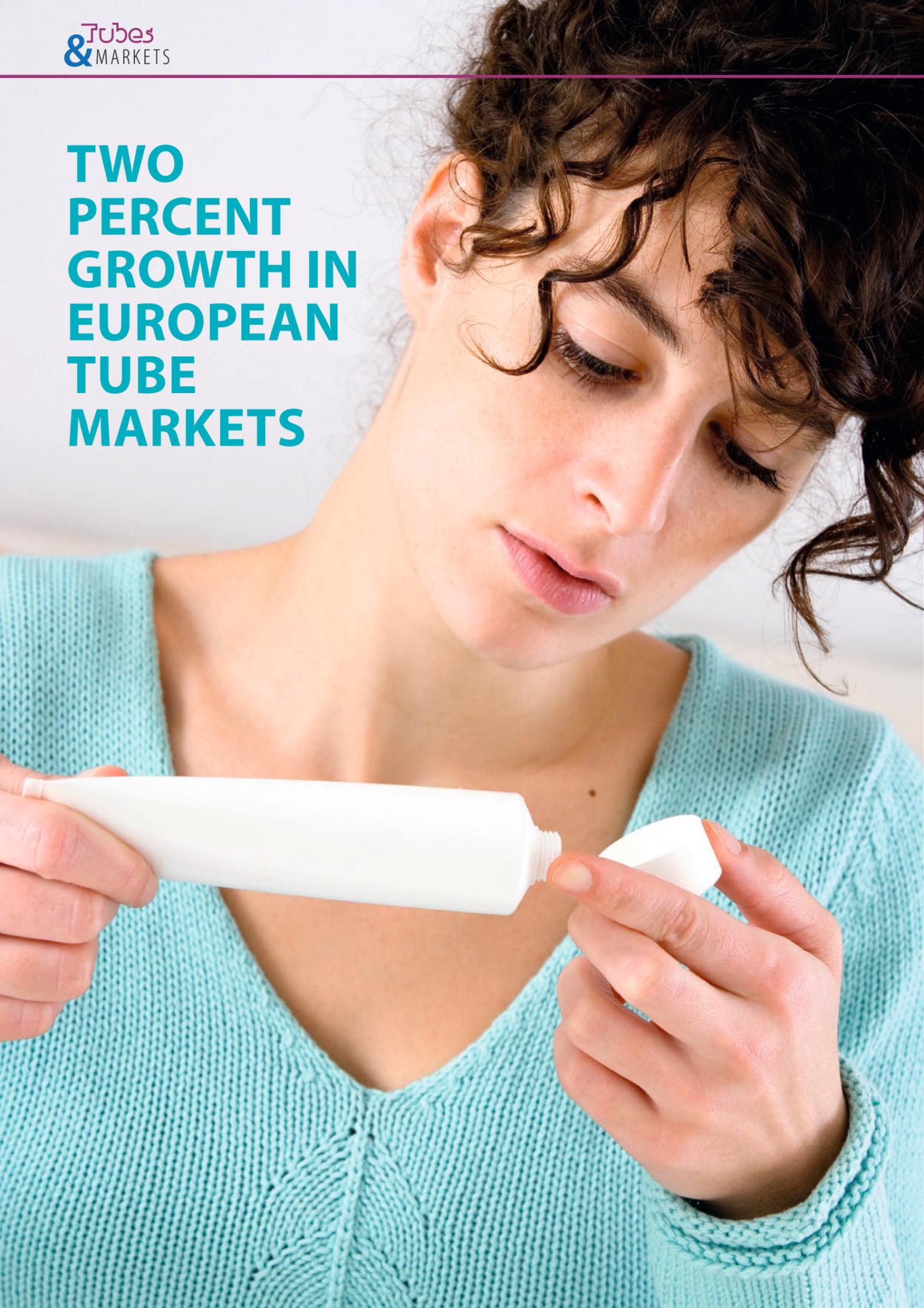
European Tube Production: POSITIVE TREND CONTINUES IN THE FIRST HALF OF 2017

In the first half of 2017, the total number of tubes delivered by all manufacturers which are members of the European Tube Manufacturers Association (etma) amounted to nearly 5.4 billion. This mid-year figure is two percent higher than the corresponding figure in 2016.

Continued on page 2



TWO PERCENT GROWTH IN EUROPEAN TUBE MARKETS



Continued from page 1

Aluminium tubes put in an above-average performance, having increased by a good three percent. The aluminium tube sector benefited from stable demand from its main markets, namely cosmetics and pharmaceuticals, as well as considerable increases in the household and food segment.

The new etma President Oliver Höll expressed great satisfaction with the stable growth trend in the European tube industry: "Tubes continue to gain ground and the end-use markets are quite stable by and large. Another welcome factor is that the overall economic situation in several southern European countries has improved again, which makes for a more positive climate in the markets. Our industry is therefore optimistic overall about the second half of the year and expects solid growth for 2017 as a whole."

Despite rising costs for aluminium, lacquers and printing inks, etma Secretary General Gregor Spengler concurs in this favourable overall assessment of the market situation and considers the renewed growth to be a clear sign for a continuation of the long-term upward trend on the tube markets: "Tubes - whether they are made of aluminium, plastic or laminate - are extremely popular as packaging among consumers because of their wealth of positive features. They are fully in line with current trends because they are light in weight and efficiently re-closable. They are non-breakable and have tailor-made sizes which make them the ideal packaging material for our mobile society and its increasingly on-the-go consumption. In addition, they are easy and convenient to use. That makes them particularly appealing not least to the growing number of senior citizens in our aging society."

INDIVIDUAL TUBE DESIGNS

Austrian tubemaker Pirlo has taken tube individualisation a step further with its Our Summits range. The tubes are printed with motifs of ten distinctive mountain silhouettes with information on their respective heights and locations combined with graphics that depict ten different popular sports. Besides these variable elements, the tubes are also printed with fixed items, like slogans or logos, of course.

Such individualised tube designs permit the widest possible range of customer needs and preferences to be addressed and satisfied, even those of heterogeneous target groups. The concept provides an eye-catching distinguishing feature at the point of sale. Furthermore, it boosts the consumer's identification with the product.



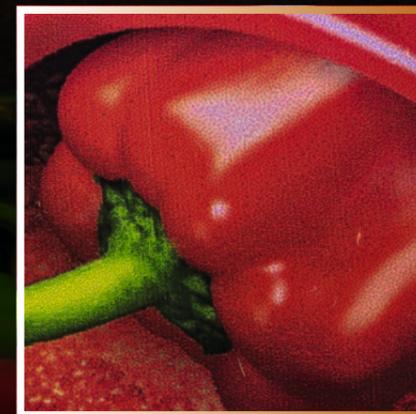
A laminate tube that feels like cool aluminium! German tubemaker Linhardt caused a surprise with this unusual development. Many consumers appreciate the pleasantly cool feeling of freshness they get when they hold an aluminium tube containing a food product, like mustard or ketchup, that they have just taken out of the fridge. This is precisely the feeling that one does not get with a laminate tube so Linhardt is now producing its Wet Finish tube, which uses a special varnish and a multilayer tube. The varnish is applied as a transparent coating lacquer over the printed image. When the tube is taken out of the fridge, it produces a pleasantly fresh haptic experience, just like the fresh feeling one gets with an aluminium tube covered in condensation.



A COOL IDEA FOR A FRESH FEELING

A range from Italian tubemaker La Metallurgica was chosen as the Aluminium Tube of the Year 2017. The tube is used for a spread cheese in different flavours: chili, paprika and pepper. The superbly printed photos and

the excellent design promise a veritable explosion of flavours and create a desire for indulgence. A novel and revolutionary technology used during the digital printing, the DigIT system, makes the abundance of colours



EXPLOSION OF COLOUR AND TASTE

with its excellently depicted product promise possible. Together with the tone-in-tone cap, it gives the attractive and eye-catching aluminium tube a truly powerful look that appeals to the senses at the point of sale.

TUBE OF THE YEAR 2017



For the relaunch of Unilever's AXE series, the customer decided to complement their body wash bottle range with a series of matching tubes. Core of the development process is a 400 micron deep black plastic barrier laminate. That has been developed by ESSEL Propack specifically for this project to match the look and feel of an extruded tube. Although the artwork looks very clean and basic with the tag on the front, it was a challenge to create the desired effects on the black surface with a direct printing. The tube is printed with a flexo-silk-screen combination and a silver foil for the logo. The range consists of three products – Urban Charcoal Clean, Signature Skin Smoother und Adrenaline Cool Charge – using different colours for the tag and different effects, like overprinted foil to create a metallic surface, to differentiate from each other. The 360 degree tube surface is covered with matt varnish and spot gloss effects that let it stand out on the shelves.



LOOK AND FEEL: EFFECTS ON BLACK SURFACE



produced by German manufacturer Tubex Wasungen for Schwarzkopf's BC Fibre Force range. At first glance, the tube appears to be a classic plastic tube with a timeless design: elegant, simple and beautiful. In reality, the tube incorporates a wealth of first-class technical capabilities: the very fine and extremely gentle gradation on the translucent tube body is offset printed. This allows perfect covering power to be achieved at the end of the tube. In contrast, the translucency at the top end of the tube makes it possible to see the high-grade contents. The lettering is obtained by silkscreen printing to produce an appealing haptic and visual contrast to the softly shimmering substrate.

The winning tube in the Plastic Tube category scored with its appearance, which is no less impressive, and its outstandingly well implemented design, which is harmonious and technically convincing. The tube is



Splendid hot-foil embossing adds an additional touch of luxury, perfectly complemented by the colour-coordinated metallic screw closure. A fascinating performance for the world of professional hair care.

THE TOUCH OF LUXURY: ELEGANT AND BEAUTIFUL



TUBE OF THE YEAR 2017

The winner in the Laminate Tube category was from the world of veterinary medicine. Here, Hoffmann Neopac AG of Switzerland provided an impressive solution for its client, MSD Animal Health. To treat cats and dogs with an ointment, the client was looking for a pack that guaranteed the sterility of the contents, was suitable for a shelf-life of up to 24 months, allowed precise dispensing while being ergonomic to handle and was geared to the very small fill quantities specifically required.

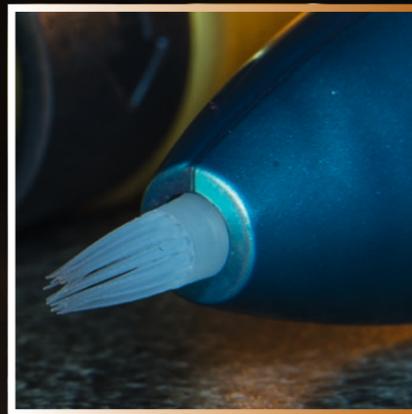
The Twist'n'use Polyfoil tube from Hoffmann Neopac meets these criteria perfectly, especially as after practical tests the standard closure could be optimised still further in close cooperation with the client's package engineering department. The result is a closure with four wings for considerably easier opening of the delicate tubes, which are available in six different sizes, with fill quantities from 0.4 to 5 ml. The new ergonomic design of the cap passed every consumer test with flying colours and following its successful commercial launch in Europe in the autumn of 2016 and in North America in the spring of 2017 it is certainly a successful example of user-oriented cooperation between producer and client to the benefit of the consumer.



VETERINARY MEDICINE: ERGONOMIC AND PRECISE TO HANDLE



TUBE OF THE YEAR 2017



Swiss manufacturer Hoffmann Neopac was also successful in the Prototypes category. Its new Stylo tube was specially developed for liquid and semi-solid products that need to be applied very precisely at a very specific point. For this, the Swiss company offers

three different applicators: the Stylo Liner for extremely precise application, the Stylo Pipette with a Dropstop function for accurate dispensing, and the Stylo Bristle for a soft and gentle massage. Contents are only released once the on/off ring is turned. The

consumer can understand intuitively how to handle it; the handling is also demonstrated using an embossed arrow pictogram. A transparent cone-shaped cap protects the applicator.

DIFFERENT APPLICATIONS FOR A PERFECT HANDLING

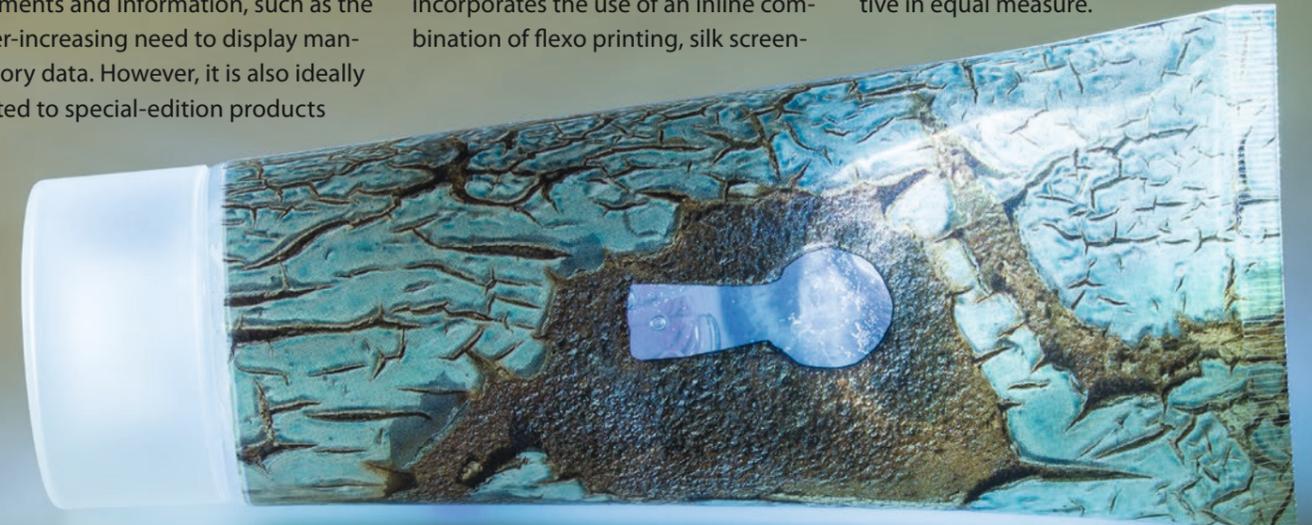
TUBE
OF THE YEAR
2017



Thanks to the inward artwork effect, this prototype from Greek tube manufacturer Argo generates additional space on the tube for design elements and information, such as the ever-increasing need to display mandatory data. However, it is also ideally suited to special-edition products

that provide the final consumer with an element of surprise. A transparent, low density polyethylene tube was used for the prototype and the design incorporates the use of an inline combination of flexo printing, silk screen-

ing and coloured foil. This concept provides designers and marketing specialists with additional space so that they can be creative and informative in equal measure.



HIDDEN SURPRISE

THE APPEAL OF LUXURY AND GLAMOUR

Tubopress Italia has adopted a unique and innovative concept for its Très Chic range of prototypes, which one can confidently describe as real gems in the true sense of the word. The tube is reminiscent of scintillatingly glittering gemstones thanks to total body hot-stamping, welding

over the entire tube length, and a special over-printable foil that is particularly suitable for multi-step silkscreen printing with glitter effects. This impression is further emphasised by the metallised push-on flip-top closures, which hide the shoulder.

A perfect combination of different materials and printing techniques that creates a container with the appeal of luxury and glamour to satisfy the most-exacting demands.



The velvety haptics of the Daytox laminate tube from Swiss manufacturer Permapack mean the consumer can already experience the product before purchasing it: the tube surface is silky soft to the touch at the point of sale and hints at the beneficial properties of the contents. The tube design incorporates a special clou: the tube's aluminium barrier is namely an additional design element: it provides a refined metallic effect. The 360-degree printing gives the tube a perfect appearance without a visible seam. Despite all this elegance, safety does not come up short, though: the flip-top cap and the sleeve provide the consumer with a tamper-proof seal.



SOFT-TOUCH HAPTICS AND REFINED METALLIC EFFECTS

Together with Panier de Sens, French producer Albéa has developed the tube for a new lip balm range. The 15-ml plastic tube is printed using four-colour flexo-printing and two-colour silk screening. The result is truly impressive and masterly. The six different fragrances of the range are presented as fascinating, almost photorealistic, motifs. The delicate artwork highlights the respective fragrance. The small print area is optimised to communicate the brand's

traditional philosophy. Flowers and a classic emblematic logo with intricate details combine perfectly on the tube. A special pastel-coloured background was developed for each version and this rounds off the visual harmony of the whole range perfectly.

DESIGN MIRRORS BRAND PHILOSOPHY PERFECTLY



TRADITIONAL LUXURY BRAND ATTRACTING MUCH ATTENTION

An unusual design concept from Italian manufacturer Global Tube is attracting lots of attention. For the traditional I Coloniali brand it produced a 40-mm plastic tube whose salient features are its shiny silk screening and its innovatively shaped wooden cap. The designers of the tube for the brand's Perfect Pureness Cleansing Cream, which contains an extract from lotus blossoms and the Japanese pagoda tree, adhered rigorously to the essence of the brand and the

product's promise. The turquoise text elements appear in a subdued puristic style on the shimmering, exquisitely elegant, matt tube surface, in keeping with the strikingly subdued graphics of the logo. This purity of the artwork and the natural simplicity of the wooden cap represent the tradition of the luxury brand: pureness and cleanliness with exquisite fragrances and essences from far-off continents.



PREMIUM APPEAL OF THE MATERIAL

The aluminium tube of the Turkish manufacturer Perfektüp stands out thanks to its luxurious and timeless elegance providing a quite puristic and decent design. Especially the tube's appearance which is reduced to the essential characteristics perfectly provides the premium appeal of aluminium. The aesthetic colour of the design, the accurate printing and last but not least the fine structure of the surface with its fascinating tactile effects give the Derma Make-Up Cover tube its unique appearance and its special touch.



FOR YOUR FEEDBACK

**Please correct the address above/
Please send my personal copy to: (Please fill in)**

Name

Function/Department

Company

Street

Zip code, City

Country

Please send a copy of "tubes & trends" also to:

Name

Function/Department

Company

Street

Zip code, City

Country

**I agree to receive an online version of "tubes & trends"
to my email address: (Please fill in)**

Email

Date Signature

I do not want to receive "tubes & trends" anymore

INVITATION TO A DIALOGUE

You can find more information about tubes on our website:

www.etma-online.org

If you would like a personal copy of tubes & trends sent to a different address, please use the section on the left of this page. There you can also give your agreement to receiving an online version and mention the names of colleagues or employees who would be glad to receive a copy of tubes & trends, too. And you can also use it to cancel tubes & trends if you no longer wish to receive it.

Just make a copy of this page, fill it out and send it by post to:

**etma european tube manufacturers association
Am Bonneshof 5, D-40474 Düsseldorf, Germany**

or by fax to: +49 211 479625141

or by email to: info@etma-online.org

We look forward to hearing from you!



IMPRINT

Publisher

Gesamtverband der Aluminiumindustrie e. V. (GDA)
european tube manufacturers association (etma)
Am Bonneshof 5
D-40474 Düsseldorf, Germany
Tel: +49 211 4796144
Fax: +49 211 479625141
mail: info@etma-online.org
web: www.etma-online.org

Editorial responsibility

Christian Wellner,
Executive Member of the GDA Managing Board

Editors

Gregor Spengler, etma Secretary General
Norbert Pravato, Pravato + Team GmbH

Concept and design

Pravato + Team GmbH
www.pravatoplusteam.de