

AMBITIOUS RECYCLING RATES FOR INDIVIDUAL PACKAGING MATERIALS

In the framework of the European Waste Package the European Waste Framework Directive and the Packaging and Packaging Waste Directive have been revised and will be published soon. Afterwards these Directives will have to be implemented into national law by all EU Members States.

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Tube Markets 2017: STABLE GROWTH IN EUROPEAN TUBE INDUSTRY

With total production of 10.5 billion tubes in 2017, the member companies of etma – the European tube manufacturers association – continued their path of growth and achieved a year-on-year increase in production of two per cent. Overall, the member companies thus account for some 70 per cent of total European tube production.

“This means the figures reported by our members are a fairly reliable reflection of the situation in the European tube market as a whole,” explains etma’s secretary general Gregor Spengler. “The market shares for laminate tubes, with some 37 per cent, and aluminium tubes, with about 36 per cent, are virtually the same. The remaining 27 per cent of European production is attributable to plastic tubes.”

The broadly diversified cosmetics sector is still the largest market for tubes in Europe, and at the same time is an important growth driver. It accounts for about 45 per cent of all tubes produced. It is followed by market shares of 21 per cent each for tubes for toothpaste and the pharmaceutical sector.

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However, the food sector with an eight per cent share and the household products segment with a five per cent share represent markets with a promising future, whose opportunities are far from fully developed.

Overall, etma's president Oliver Höll is looking forward with confidence to developments in 2018: "Solid order intake, a robust economic situation in Europe and numerous new and innovative projects with clients are the key reasons for the tube producers' positive underlying mood. The development of novel closure and dis-

penser systems for the tube, a discernible increase in customisation and an abundance of sophisticated decorative techniques provide the market with additional stimuli, boost demand and give the tube industry reasonable grounds for optimism."

The sector is currently enjoying stable demand and full order books. However, for certain tube diameters this is also leading to relatively long delivery times, and this is presenting a real challenge. The trend towards ever-smaller lot sizes, which has been

continuing unabated for many years, is also resulting in expensive and time-consuming changeover efforts of tube manufacturers and thereby making optimal line utilisation more difficult. Furthermore, the tube producers are having to face rising costs for aluminium, lacquers, printing inks and transport services, and this is dampening the otherwise good sentiment.



"Recycling" continued from page 1

The Directives will contain some important steps towards a circular economy in Europe such as the phasing out of landfill, a stricter measurement point for recycling, a substantial increase in recycling targets for household and packaging waste as well as the promotion of reuse, multiple recycling and the use of recycled materials.

When it comes to sustainability and the environment, the revision of the European Packaging Directive means that not only flexible tube manufacturers but the entire European packaging and recycling industry will be confronted with new challenges in the coming years. The

revised Packaging and Packaging Waste Directive envisages very ambitious recycling rates for individual packaging materials. For example, 50 per cent of both aluminium and plastic packaging must be recycled by 2025. The realization of these targets by EU Member States is all the more ambitious because at the same time the measurement point of recycling is moved to the stage where the waste has already undergone all necessary checking, sorting and other preliminary operations to ensure high quality recycling where waste materials are actually reprocessed into products, materials or substances.

In order to achieve these ambitious recycling targets industry will need to make considerable efforts.

Several brand owners and retailers have already published corresponding voluntary self-commitments which will have an impact on the supply chain. Packaging developers will have to design resolutely for recycling, and there will have to be increased investment in efficient collection systems as well as modern sorting and recycling plants to increase the quantity and quality of the sorted fractions.

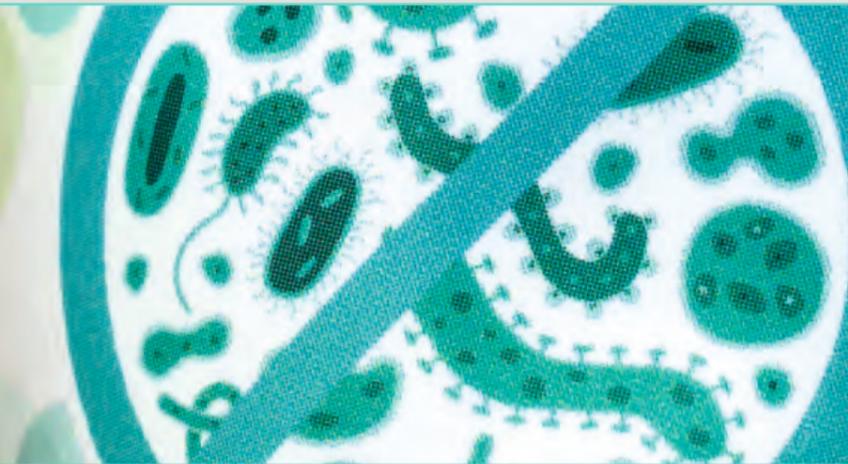
Only these measures will ensure that recyclable materials will in fact be returned to the material loop for a resource-efficient economy and the well-being of our planet and future generations.

The French company Laboratoire Ariland has introduced a new line of hair gel for men onto the market under the Hairgum brand. Hairgum is a professional brand that was founded with the aim of creating innovative hairstyling products for men in original and exceptional packaging, such as this hair gel in aluminium tubes in 2017. It implemented the brand's desired aim to offer distinctive packaging perfectly. Multinational tubemaker Alltub produced the 200-ml tube, which came in three different hair gel compositions: mint, kiwi and cactus. The tube's unique retro style achieves a unique and distinctive effect: masculine with a touch of adventure because of the harmonious design of the whole tube through to its conical cap. The brushed aluminium provides an exclusive and luxurious appearance and the accomplished intrinsic value of the material offers a truly premium appeal and a high class look.



EXCLUSIVE LUXURY AND PREMIUM LOOK THANKS TO THE MATERIAL'S INTRINSIC VALUE





German tubemaker Linhardt is offering a further advance in hygiene standards for laminate tubes that brings with it a whole host of benefits. The inner layer of the tube laminate contains an antimicrobial masterbatch. The effect is based on so-called 'sterionic effects', a physical property of the tube's inner wall that is also referred to as tensile vibration. The result is impressive: microbes, such as bacteria, fungi, viruses, algae, etc. no longer multiply further but instead die off. The reduction in bacteria is an unbelievable 99.9 per cent, and in addition the antimicrobial effect lasts for several years. Furthermore, the technique conforms to food-grade requirements according to Commission Regulation (EU) No 10/2011. In addition, no biocides or nanoparticles are used so that their migration into the contents is not an issue. All in all, a clean solution in the true sense of the word, which benefits clients and consumers in equal measure: fewer preservatives are necessary in the contents themselves and products have a longer shelf life. Possibly, special sterilisation processes or hot-air filling are superfluous during production and filling of the tubes.

A TRULY CLEAN SOLUTION WITH NUMEROUS BENEFITS



Swiss brand Curaprox from Curaden has launched a completely new and totally different toothpaste. The innovative whitening toothpastes use activated charcoal to remove discolouration without abrasion or bleaching. Black is White tastes refreshingly lemony, while White is Black has an extra mild taste.

The two tubes are no less innovative and are as unusual as the product. Stunning and luxurious, they are supplied by Swiss manufacturer Neopac. The black and white soft-touch coating is decorated with a beautiful four-colour silkscreen print.

There is a seal on the tube head to show the customer that there has been no tampering and the smooth soft-line cap designed especially for such security seals matches the tube body perfectly. The slim shape, the fantastic ornamentally designed tone-in-tone pattern and the completely puristic design lend the tubes a unique elegance and an unmistakable, exclusive, premium look.



INNOVATIVE DESIGN FOR NOVEL PRODUCT





THE NEXT STEP IN CAP DECORATION

Tubemaker Tubopress Italia is proud to show the possibilities for cap decoration with the canula tube they have produced for the well-known premium brand Naj-Oleari, famous for its "Made in Italy" style and design. Not only is the tube's ophthalmic cap enriched with a gold UV metallization; it is also a vivid example of the sophisticated level that silkscreen techniques have come to: a flowery pattern pervades the cap wall with sinuous shapes, detailed and artistic at the same time. The tube itself is extruded with a pink masterbatch that perfectly matches the cap and the texts are conveyed through silkscreen. Precious and accurate details that make this canula a unique tube that a top BB foundation as Naj-Oleari's simply deserves.



DIFFERENT PRINTING SYSTEMS PERFECTLY COMBINED:



EXCEPTIONAL DESIGN FOR THE MOST STRINGENT DEMANDS

The unusually complex and attractively designed plastic tubes for the Love Generation Mystic perfumed body lotion from Jeanne Arthes Paris are produced by Spanish tubemaker Petroplast. This manufacturer has uncompromisingly adopted more complex printing systems, like silk screen printing, offset direct pantone printing and hot stamping, as well as labels that are combined to permit more complicated and extremely demanding designs. A good example of this is the Mystic tube, which was developed for the international market and which satisfies the most stringent demands with its design features and the quality of its embellishment: 8-colour offset direct pantone printing combined with 360° gold hot-stamping, is used to achieve complete printing on the front and rear faces. The appearance is further enhanced by using a pearl-like special colorant for both tube and cap. The result is impressive: convincingly implemented artwork with a whole range of design elements that are rich in ideas and revel in detail. This creates the tube's unmistakable look with its inspirational design and premium appeal.





A plastic tube containing Anti-Cellulite Daily Moisturizer from Yves Rocher impresses with its great design and an abundance of successfully incorporated typographical features. It is produced by German tubemaker Tubex. The flexo print brings out the details of the mangosteen and the stylised leaves, and results in a photorealistic look that abounds in nuances. Apart from the detailed image of the centre piece, intense silk screen printing has also been used to create the brand logo and lettering to engender tactile effects. A particular design feature is the red hot-foil stamping, which is a real eyecatcher and the perfect refinement to complete the tube's fresh look. However, purity and cleanliness do not end with the design: in keeping with Yves Rocher's ecological demands, this tube uses 20 per cent less material than a standard plastic tube. Hybrid printing, which combines flexo and silk screen printing in a single operation that also uses LEDs for curing after each application of the ink, saves resources during the production process as well.



GREAT DESIGN AND SUSTAINABILITY FUNCTIONING TOGETHER IN PERFECT HARMONY



A new Braille sample tube from Essel has created deserved attention thanks to its design and functionality. Based on Essel's custom-developed black plastic barrier laminate, the German tubemaker has taken another step towards developing Braille tubes and in doing so has set new standards. The actual print design is very basic to keep the focus on the function of the Braille lettering. The Braille letters and effects on the front panel were applied with a specially designed varnish and an optimised silk screen material that allows a larger amount of ink to be transferred. The soft matt varnish produces a nice tactile contrast to the embossed elements of the tube. Overall a successful example that an elegant reduction in the number of design elements does not mean any loss in design quality but rather even boosts the appearance of this special tube. By the way, the Braille effects are available for the whole range of laminate tubes offered by Essel in Europe.

OPTIMISED
BRAILLE
LETTERING
ON A PURISTIC
DESIGN



Albéa has produced a completely new flip-top cap at its Tube Excellence Centre in Argonne, France, for Pierre Fabre, the French supplier of dermo-cosmetic products, and its Klorane brand. The name SLIM cap says it all: compact and flat with sharply defined edges, the SLIM cap is one of the lightest closures currently available in the marketplace. It was designed with a special lower shoulder, with edges that prevent water from stagnating in the cap. Thanks to its remarkable design, it differs markedly from other popular flip-top closures and its unusual appearance on the shelf at the point of sale arouses great interest and attention. Of course, the very special colouring of the tubes also plays a role: the colourful mass-tinted Klorane range, which uses flexo-printing and silk-screening, combined with the innovative cap perfectly portrays the essence of the brand.



Montibello's Meteorite range of products for professional use aims to bring the technology of makeup to hair colouring. It uses a hair strobing technique: when light shines on the hair it conveys three-dimensionality, volume, layers, overlays and multichromatic tones. The light bounces off the hair reflecting a multitude of luminous nuances and light of its own. All these opportunities and the very special effects of this technique have inspired the design of the Meteorite tubes. Spanish tubemaker Witte y Solà produces the aluminium tubes to which a nacre metallic base is applied. Combined with the use of metallic inks and colour gradients, this reflects the idea of hair strobing. It implements the idea perfectly. The finely nuanced gradations coupled with the fascinating colouring of the individual tubes of the range are superb. The fine design detail at the end of the tube has also succeeded in adding special emphasis. Overall, a dazzling appearance on the part of the aluminium tubes and an unusual optical manifestation of product promise.



PERFECT INTERPLAY OF SHEEN AND COLOUR



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