News Release

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**Enhancing Tube Decoration Capabilities, Neopac Incorporates Velox’s Mass Production Digital Printing System**

***High-definition print technology of the Velox IDS-PT™ 250 further expands the digital decoration options for Neopac’s EcoDesign tubes.***

*Oberdiessbach, Switzerland* – **Hoffmann Neopac**, a global provider of high-quality packaging and dosing applications for pharma, beauty and oral care, has enhanced its tube production capabilities with the addition of a cutting-edge digital printing technology from Velox, a developer and manufacturer of industrial direct-to-shape digital decorators for cylindrical container production.

For Neopac, the infrastructure infusion includes the recently announced innovation in high-definition technology for its Velox IDS-PT™ Series system, allowing for superior digital printing quality spanning a variety of factors: high resolution photorealism, smooth gradients, sharp text or symbols, original fonts, and fine lines. The technology allows for printing on virtually any type of tube material, including Neopac’s signature Polyfoil® tubes, and eco-design substrates such as Polyfoil® MMB tubes, PCR tubes, sugarcane resin tubes, PE mono-material, and uneven surfaces such as the company’s PICEA™ wood tubes.

With Velox’s direct-to-shape digital technology, Neopac can offer an extended gamut print of colors including cap printing and 360-degree seamless decoration. Additionally, the technology allows for selective matte/gloss effects, smooth gradients, and opaque white for printing on a darker tube body.

The company has also optimized the sample process, which allows customers to validate the product before it is produced.

"We are thrilled to be able to offer our customers in cosmetics, pharma OTC and oral care the highest quality digital printing capabilities with Velox's cutting-edge technology," said Mark Aegler, CEO of Hoffmann Neopac. "This portfolio-broadening investment exemplifies our commitment to providing customers with industry-leading products and services."

"Receiving full approval for our new high-definition ink technology in a tube production line is a significant milestone, and we are confident that it will continue to help companies like Hoffmann Neopac drive growth and expand their market share in the FMCG industry. Velox is committed to providing the most advanced mass production digital technology in the market and continues to expand its technology capabilities,” said Marian Cofler, CEO of Velox.

In addition to the Velox system’s eco-friendly high-definition digital printing quality and inline speed of up to 250 tubes per minute, Hoffmann Neopac has made other significant strides toward more sustainable production as well. Last year Neopac installed solar power panels on its plant in Debrecen, Hungary. Among other infrastructure, the panels are used to power the Velox machine.

“We are now at the stage where this new technology can be incorporated into inline tube production, leading to extremely high decoration speed on the largest diameter and length tubes, and making it possible to print varying references,” says Michael Wagner, COO of Hoffmann Neopac. “With this combination of cutting-edge technology and sustainable practices, Hoffmann Neopac is well-positioned to meet the evolving needs of the packaging industry while minimizing environmental impact.”

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**About Hoffmann Neopac**

Hoffmann Neopac is a privately-owned company, headquartered in Thun, Switzerland. The group produces high-quality metal and plastic packaging in six locations: HOFFMANN tins in Thun and Holland; Polyfoil® and plastic tubes with NEOPAC in Switzerland, Hungary and the US; and 3D Neopac in India. Its longstanding customers include internationally active pharmaceutical, cosmetics and consumer goods manufacturers in the European, North American and Asian markets.

Neopac employs around 1,250 employees and has a capacity of 1.3 billion tubes. The company is dedicated to sustainability in both its manufacturing processes with renewable electricity and corporate culture, including a dedicated eco-conscious packaging portfolio. For more information, visit [www.neopac.](http://www.neopac.)com.