News Release

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**Neopac Introduces Fiber-based Tubes**

**for Personal Care and Cosmetic Products**

***Company’s PaperX Tube significantly reduces***

***plastic materials and overall carbon footprint.***

*Oberdiessbach, Switzerland* – **Hoffmann Neopac**, a global provider of high-quality packaging and dosing applications for pharma, beauty and oral care, has introduced its **PaperX Tube** series, which utilizes thin-walled 300 micron fiber-based laminate with 80% paper content to drastically reduce both plastic materials use and overall carbon footprint. Ideal for organic and natural personal care and cosmetic products, the next-generation eco-friendly tubes contain 46% less plastics than conventional tubes, leading to a 24% drop in CO2 emissions.

Potential applications for Neopac’s new PaperX Tube include sun care lotions, body and face care creams, and toothpaste. Available with flip-top closures, the tubes are offered in diameters ranging from 35-50 millimeters, and can house products in volumes from 40-250 milliliters. While earlier generations of paper tubes had some limitations in filling and sealing, PaperX tubes make no compromises: they can be easily filled and sealed on standard tube filling lines.

Featuring soft texture and tactile qualities, PaperX Tube provide an inviting experience for consumers both at the point of purchase and at home. For optimal aesthetics, Neopac’s high-resolution digital and flexo printing technologies can be used to achieve ornate branded designs. To customize tube artwork, variable data printing also can be utilized – providing attractive options for special promotions.

"The PaperX Tubes enable an ultra-sustainable image and sensory packaging experience for products, showcasing a brand's corporate responsibility to increasingly environmentally-conscious consumers," said Mark Aegler, CEO of Hoffmann Neopac Group Switzerland. "Neopac is committed to building a sustainable future by providing innovative, environmentally friendly packaging solutions which are produced with renewable energy."

Notably, PaperX Tubes fall into a growing category of blended paper/plastic solutions for which recycling is yet to be clearly defined in every country. Recycling authorities in various geographies are currently conducting efforts to build appropriate streams for this new crop of sustainable packaging. In addition, Neopac is currently developing low-profile caps and shoulderless concepts for the PaperX Tubes.

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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.