

Press Release

Oberdiessbach, Switzerland, 11th August 2022

Neopac Wins European Tube Manufacturers Association Awards in Plastics, Prototypes Categories

Company's digitally printed PICEA™ Tube for Liebwert claims 'Plastics' category; new polypropylene-based mono-material barrier tube, Polyfoil® MMB PP, named best Prototype.

Oberdiessbach, Switzerland – **Hoffmann Neopac**, a global provider of high-quality packaging for pharma, beauty and oral care, has won two awards from the **European Tube Manufacturers Association** (ETMA). One accolade recognized a current customer application housed in a sustainable yet sleek solution; the other awarded a groundbreaking sustainability solution on the verge of market launch in Fall 2022.

In the **Plastics** category, Neopac was recognized for a project with Swiss brand Liebwert, which chose Neopac's PICEA™ Tube with digital print decoration for its vegan botanical toothpaste. PICEA™ is the only sustainable tube solution that allows consumers to actually touch and feel the incorporated sustainable material due to the tactile saw dust and specially crafted surface.

Neopac's PICEA™ tubes combine spruce saw dust waste with a plastic matrix of sugar-based raw materials. In total, the tube is composed of 95.8% renewable materials, and a CO2 footprint analysis revealed PICEA™ uses 38.9% less carbon dioxide over its lifecycle than traditional polyethylene (PE) tubes. The PICEA™ tube has attained Ecocert and Cosmos certifications, as well as EU Food Grade status.

For Liebwert, the combination of the PICEA™ material and digital printing was a market first, and ideally suited its nature-loving brand presence. To add further flourish, the wood-containing tube is sold together with a wooden toothbrush – a sustainable oral care set that stands out on crowded store shelves.

Meanwhile, a polypropylene (PP) version of Neopac's Polyfoil® MMB mono-material barrier tube won the **Prototypes** category. Featuring a high-performance PP laminate that provides superior product protection and is ready to recycle, **Polyfoil® MMB PP** can offer either a luxurious soft-touch coating or a shiny metallized body.

True to its name, the Polyfoil® MMB PP series also includes convenient PP caps, pumps and applicators, meaning the entire package is recyclable in common rigid PP streams. The result is a novel combination of product protection, user friendliness and appealing aesthetics that exemplifies a marked advancement in eco-conscious materials technology. In fact, the tube is the first of its kind to be approved by the EU's discerning RecyClass sustainability verification organization.

Compared with Neopac's conventional Polyfoil® tubes, Polyfoil® MMB PP tubes reduce carbon footprints as much as 40%. This is due to a combination of factors, including its aluminum-free recyclability and minimized tube wall thickness.

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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.

Including its new production facility in the United States, 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.com.

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