



Press Information

European Aluminium
Tube Producers

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A recent study confirms:

Aluminium tubes are premium packaging

An internal study organized by etma (European Tube Manufacturers Association) confirmed that aluminium tubes used for packaging products in the consumer goods industry are still considered premium packaging. There is however a need to educate and enlighten the print and design sector.

Düsseldorf, February 2007: The European Tube Manufacturers Association presented the results of a study that analysed the use of aluminium tubes as potential packaging in the consumer goods industry. "The reputation of aluminium tubes appears to be consistently positive. Especially the advantages of the aluminium material itself render a positive perception of the product as a whole. Part of this perception is the unique barrier between packaging and product and the very precise dosage possibility," Gregor Spengler sums up, Secretary General of the European Tube Manufacturers Association (etma). Surprising is however the following fact: neither the technical nor the creative potential is being utilised to its fullest.

Aluminium tube: a 'jack of all trades' in the packaging portfolio

The study's pivotal question centered around which characteristics are uniquely assigned to the aluminium tubes by industries that utilise aluminium tubes as the packaging material of their choice. One of the prominent characteristics mentioned many times were functional-technical traits. Central arguments for the use of aluminium tubes, next to the wide range of usage, are aspects of product protection, hygiene, safety and convenience resulting from the outstanding characteristics of the material.

- Excellent barrier properties: Regardless if the content is pharmaceutical, cosmetic, technical or perishable food, aluminium protects its content: external substances do not alter the content of the tube. Internal coatings and protective layering allow content and tube to be non-reactive.

Aluminium protects the content: its excellent barrier properties prevent active substances and aggressive components from leaking. Aluminium makes the use of active substances possible: protective barriers reduce the need for added preservatives that might cause allergic reactions.

A wide range of applications were followed by ecological advantages of aluminium tubes:

- Convenience and sustainability: Due to the flexibility of the material aluminium tubes guarantee exact dosage and complete emptying properties. Recycling rates are high and the availability of aluminium, a natural resource, is assured.
- Hygiene and safety: The manufacturing process of the aluminium itself and the high temperatures employed offer maximum hygiene and safety. Some products are even being manufactured in clean room systems. The sealed aluminium membrane prevents product manipulation and guarantees temper resistance.

The image of the „all-time classic“ is more important than modern design possibilities

One central realisation of the survey: even though aluminium tubes have a recognition factor and a positive image, education is lacking. European aluminium manufacturers now know that when it comes to design, print and accessorising, aluminium tubing has a reputation of being ‘limited’.

“This is not an isolated phenomenon. The study confirmed that many customers in the industry are not using design and print potentials to its fullest or at least highly underestimate it. There is a lack of information that needs to be addressed”, explains Spengler. A large number of participants said that the material itself shows large potential due to its surface and optical structure and also its surface feel.

Despite its positive perception as packaging material within the industry, European aluminium manufacturers see a need for action. Especially when it comes to design

and print, the manufacturers need to attach more importance to the level of information and advice for their customers.

The European aluminium manufacturers have laid the foundation. The newly created website www.aluminium-tubes.org informs generically and independent from specific manufacturers about the possibilities and capabilities of this modern packaging material.

You can also find further information and pictorial material about aluminum tubes at www.aluminium-tubes.org.

We would be happy to answer any questions you may have, by whatever medium you wish to contact us.

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