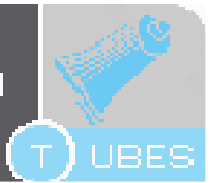


The word "aluminium" is written in a white, lowercase, sans-serif font on a dark grey rectangular background.

Press release

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Animated film about aluminium tubes:

## **The “talents” of the aluminium tube as a casting show**

**The European producers of aluminium tubes present a creative animated film to show off the unique selling propositions of a premium packaging material – the aluminium tube – at the Interpack trade fair.**

**Düsseldorf, 12 May 2011.** The Interpack trade fair, the leading presentational event of the packaging-materials sector, is the venue for the presentation of a humorous, no-corners-cut animated film made by the European manufacturers of aluminium tubes to present the unique selling propositions of the aluminium tube. “AluTubes got Talent” – this is the title of the five-minute trailer in which animated aluminium tubes appear as contestants at a casting show, doing their best to convince a human jury of their special talents. “The idea behind this film is to present the unique advantages of the aluminium tube to the international trade-fair audience with a charming wink of the eye. The concept of using a variety of potential applications from the key industries of cosmetics, pharmaceuticals, food, and technology/household with 3D-animated tube characters in the setting of a casting show delighted us right from the minute go”, explains Dr. Monika Kopra-Schäfer, chairwoman of the Aluminium Tubes Committee of the European Tube Manufacturers Association (ETMA), in describing the project. The film was premiered at the Metpack event (Essen) on 10 May and then, from 12 May onwards, to a broad audience at the Interpack trade fair (Düsseldorf). According to the philosophy behind the campaign, as an additional action component the trade visitors to the fair were invited to cast their votes for their favourite AluTube star. Additionally, the association’s internet presence [www.aluminium-tubes.org](http://www.aluminium-tubes.org) is featuring a separate page for online voting. The creative force behind the concept and realization of the idea is the Jeschenko MedienAgentur in Cologne, and the designer Bernd Terstegge, lecturer at the Folkwang University of Art in Essen, was taken on board to translate the ideas into “reality” by means of state-of-the-art 3-D animation.

## **Mrs. Beauty:**

### **Look & feel in the image focus**

Marketing specialists frequently underestimate the creative design possibilities offered by the aluminium tube. “Studies have shown that many customers don’t make full use of the potential offered by modern aluminium tube production methods regarding the issues of design, printing, and decoration – or even that they’re not aware of them at all. There’s plenty of work to be done in this field“, says Gregor Spengler, Secretary General of the european tube manufacturers association (etma).

With the figure of Mrs. Beauty, the image movie presents the variability of design aspects and the natural beauty of the basic material. Making full use of rendering technology, the animated character changes its look within just seconds in front of an enthusiastic live audience on the casting



show stage. The way in which Mrs. Beauty’s outfit changes colour symbolizes the broad spectrum of printing inks used in state-of-the-art production systems. The high-quality film animation makes it possible to put the natural look of the material aluminium in the best light.

## **Mrs. Delicious:**

### **Premium packaging material for premium contents**

Besides its design aspect, the aluminium tube makes a particularly convincing impression with its functional and technical properties. The central arguments in favour of filling products into aluminium tubes – besides the broad spectrum of potential applications – include in particular the aspects of barrier characteristics, hygiene, safety, and convenience – aspects that arise not least from the material’s excellent properties.

In the “AluTubes got Talent” film, these properties are highlighted by the Mrs. Delicious character. The animated cuisine artist does away with all artificial colouring and flavour-enhancing agents when preparing the ingredients. After all, as a premium packaging material the aluminium tube



forms an efficient barrier against all external effects, ensuring the top quality of its contents. The unique degree of protection of the contents offers the chance to dispense with the need to add preservatives with an allergic potential and other artificial additives but at the same still guarantees a long shelf life

### **Mr. Doc:**

#### **Aluminium tubes: a packaging material that offers protection**

No matter whether it is used as a packaging material for pharmaceutical, cosmetic, technical, or food products – aluminium protects the contents. What's more, special protective lacquers used to coat the internal surfaces of the tubes prevent adverse reactions between the product and the packaging material itself. The unique barrier properties also ensure that valuable volatile ingredients cannot escape.

Mr. Doc symbolizes this property by locking his premium-grade ointment away in his aluminium safe, figuratively protecting the individual ingredients of the valuable product. The method used to produce the aluminium tube itself already guarantees a maximum degree of hygiene and safety. Special products are even manufactured under clean-room conditions. What's more, the piercable membrane integrated into the tube nozzle offers an effective form of protection of the contents, providing security against the possibility of product manipulation.



### **Mr. Techni:**

#### **Aluminium: The all-rounder in the packaging-material portfolio**

Convenience in all application scenarios: thanks to the flexibility of the tube body, aluminium enables the contents to be dosed exactly, right down to the last drop – an aspect that is of extreme importance not only for technical products. Besides providing efficient protection of the product, under the aspect of sustainability the capacity to empty the contents from the tube completely also ensures that none of the resources used in making the product are later lost in the phase of its utilization.

As a busy “sweeper” Mr. Techni is the secret star of the show, demonstrating the broad spectrum of the tube’s applications and the precision with which its contents can be dosed, all thanks to the flexible aluminium tube body. The completeness with which aluminium tubes can be emptied is visualized in the final scene of the film, in which the tube characters are all rolled up.



### **Final scene recycling:**

#### **Aluminium tubes: a safe bet – also in the matter of sustainability**

The sustainability demands made of packaging materials in this day and age are perfectly met by the premium recycling rates and an excellent availability of raw materials. In Europe, thanks to state-of-the-art eddy-current separation technology and efficient waste-material collection systems recycling rates of as much as 83 percent can be achieved. What’s more, due not least to their high material value and the degree of the basic material’s purity, aluminium tubes are a highly demanded recycling material. Recycled aluminium tubes find a reincarnation, for example, in high-tech products such as sophisticated Airbus planes or energy-saving train carriages. In these examples, it’s particularly the weight-saving effect that counts. The use of recycled aluminium enables as much as 95 percent of the energy necessary for the production of primary aluminium to be saved. For this reason, aluminium packaging – and hence also the aluminium tube itself – count as an “energy bank”.

***In you have any more questions or request further information, please contact us – we look forward to being of help.***

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