

Press Release

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Neopac Recognized in Two Competitions Highlighting Sustainable and Innovative Packaging Solutions

At LuxePack NY and Swiss Packaging Awards, Company Nominated for Distinctions in Sustainability and Design

Thun, Switzerland – **Hoffmann Neopac**, a global provider of high-quality packaging for a broad array of industries and applications, has been acknowledged in two prestigious industry competitions for several of its innovative packaging solutions.

First, Neopac was one of five finalists for a **Green Award** at **LuxePack New York**, where the company's **PICEA™** tube, which houses a line of hair conditioners for Neopac's customer, Madara. The **PICEA™** wood tube is comprised of 95% renewable material and is sourced from PEFC certified forests in the EU. The tube offers a carbon footprint that is 40% better than standard polyethylene tubes while maintaining high-quality barrier properties, decoration, food suitability and recyclability. Such features align with Neopac's vision for an eco-friendlier future.

Elsewhere, at the 50th Anniversary of the prestigious **Swiss Packaging Awards**, Neopac won one award category and was nominated in two others:

- Neopac's **InShape Box for E-Cigarettes** won the coveted Design category. This curved tin can was created specifically for the Swiss e-cigarette market. Its unique shape design and material offers differentiation from other square carton packaging.
- The practical and easy-to-use **Dropper Tube D3 Piccolo** was nominated in the Convenience category. The solution's innovative drip system allows the precise release of 200 I.E. Vitamin D, ideal especially for young children. The tube's glass-free packaging offers portability and safety for users.
- In the Sustainability category, the aforementioned **PICEA™** wood tube was nominated. Used as the packaging solution for the high-quality products of cosmetics brand Biana, the "Holztube" **PICEA™** tube consists of wood flour and bioplastics. The nature of the eco-friendly tube fits with biana's sustainable philosophy.

"We are honored to receive awards and nominations in such prestigious competitions within the packaging sector," said Cornelia Schmid, Head of Marketing for Hoffmann Neopac. "As leaders in the packaging industry and forerunners in the eco-friendly tube solution marketplace, these recognitions solidify our innovation and sustainability efforts."

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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 CMP tins in 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 and corporate culture, including a dedicated eco-conscious packaging portfolio.

For more information, visit www.neopac.com.

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