

Press Release

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Neopac Wins WorldStar Awards for Two Sustainability-minded Tube Solutions

Premium tube provider takes home pair of awards in competitive "Health & Personal Care" category.

Oberdiessbach, Switzerland – **Hoffmann Neopac**, a global provider of high-quality packaging for a broad array of industries and applications, has earned a pair of **2021 WorldStar Awards** from the World Packaging Organization for two of its most groundbreaking recent tube solutions. For Neopac, both recognitions came in the **Health & Personal Care** category and exemplify the company's commitment to sustainable packaging solutions.

Neopac's **RECYCLED PLASTIC TUBE**, which is utilized by **Farfalla** for several of its 100% natural vegan haircare products, was one of the solutions recognized. Part of Neopac's EcoDesign family of sustainable solutions and suitable for use with cosmetic products, the RECYCLED PLASTIC TUBES comprise up to 64% PCR material from post-consumer recycled material (PCR) derived from household waste such as milk, water and juice bottles, and post-industrial recycled material (PIR) from laminate production waste.

All totaled, Neopac's RECYCLED PLASTIC TUBES provide a [smaller carbon footprint and lower environmental impact over their lifespan](#). The tubes are certified by Ecocert, and cleared for full food contact by the US FDA. For Farfalla, Neopac implemented an [attractive 8-color offset, two-color silkscreen printing and golden hotfoil stamping technique, with a virgin outer layer that supports printability and secures color stability](#).

Also recognized with a WorldStar Award was Neopac's tube solution for beauty company **Manna**. The co-extruded tube is comprised of 64% recycled household waste (PCR), particularly materials from former milk bottles. Certified through COSMOS as well as sustainable products designator Ecocert, the tubes can be recycled in the same streams as conventional polyethylene (PE) tubes.

The tube for Manna Facial Scrub showcases commitment to circularity. Produced with a specialized offset printing technique, the 75ml tube's decoration suggests the naturalness of the facial scrub, which is unscented and derived primarily from olive seeds. Utilizing

solvent-free colors and low-solvent varnishes, the tube's decoration process also is sustainable. And despite the perceived challenges of protecting products with sustainably-sourced packaging, the tubes offer exemplary product protection and user-friendliness.

Judging for this year's WorldStar Awards competition was performed by an international, 33-person panel from 33 different WPO (World Packaging Organization) member packaging associations. Despite being conducted completely virtually due to COVID-19, widespread participation saw nearly 350 entries from 35 countries. This year's award ceremony also will be held virtually.

"We are honored to once again be recognized by our esteemed industry peers at the World Packaging Organization," said Martina Christiansen, Director of Sales for Neopac. "It's especially gratifying that both of our winning entries this year speak to one of the most pressing issues in packaging today: sustainability. We look forward to continue innovating to produce packaging that delivers eco-friendliness without sacrificing product protection or aesthetic appeal."

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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 Dronten, 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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