

News Release



At PCD Paris, Neopac to Introduce Latest Product in EcoDesign Portfolio

New Recycled Plastic Tube Joins Existing Portfolio of Sustainable Packaging Solutions

Oberdiessbach, Switzerland – **Neopac**, a global provider of high-quality packaging for a broad array of industries and applications, will showcase a new **recycled plastic tube** at **Perfume, Cosmetics & Design Paris**, January 30-31. The new tube is the latest addition to Neopac's **EcoDesign** line of products, which the company created to satisfy customer desire for more sustainable packaging materials. EcoDesign products comply with EU legislation requiring minimized environmental impact for packaging solutions.

Neopac's recycled tubes, which are used for a variety of applications, are made from a body and shoulder mixture containing up to 75% recycled, food-grade compliant polyethylene plastics. The recycled material contains 50% PCR (post-consumer recycled) – for example, milk bottles from closed loop recycling in Western European countries, and 25% from PIR (post-industrial recycled) material from tube laminate production waste.

The tubes' caps are made from 100% ocean plastics PP materials derived from sea ropes. In addition, the tubes are decorated using solvent-free colors and low-solvent varnishes that are exclusively UV cured.

"Pure, food-grade recycling material is currently scarce on the market. The introduction of our RECYCLED tube shows how important it is for us, as consumers, to collect plastic packaging, and for the industry to find further solutions for separating these materials by type. In this way, existing material remains in circulation for as long as possible and we save 'new material'," said Cornelia Schmid, Head of Marketing for Neopac. "We plan to continue introducing new, recyclable EcoDesign family members, and launch more initiatives to minimize environmental impact and support our customers' desire to reduce their ecological footprint."

Other tubes in Neopac's EcoDesign portfolio include **Sugarcane**, which is made from renewable raw materials and offers the same characteristics and processability as fossil-based polyethylene; and **PICEA™**, which is comprised of unique and 95% renewable material in the tube body and shoulder – including 10% of spruce wood from wood waste in sawmills. PICEA™ is a certified product regarding Ecocert and Cosmos requirements.

Neopac has recently joined CEFLEX, a collaborative initiative of European companies and associations representing the entire value chain of flexible packaging. By 2020 CEFLEX aims to have a

comprehensive sustainability and circular economy roadmap for flexible packaging. Neopac also works as a development partner for customers in joint projects for sustainable packaging solutions.

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About Hoffmann Neopac

Hoffmann Neopac is a privately-owned company, headquartered in Thun, Switzerland. The company produces high-quality metal and plastic packaging in five locations: HOFFMANN tins in Thun and CMP tins in Holland; Polyfoil® and plastic tubes with NEOPAC in Switzerland and in Hungary. Its longstanding customers include internationally active pharmaceutical, cosmetics and consumer goods manufacturers in the European and North American markets.

The company has recently taken a majority stake in 3D Technopack Ltd, from Mumbai, India, thereby securing its foothold in the Asian market. With the new production facility in the United States ready in Spring 2019, the company employs around a thousand employees and has a capacity of 1.3 billion tubes. For more information, visit www.hoffmann-neopac.com