

Press Release

Oberdiessbach, 1<sup>st</sup> February 2019

## Neopac's PICEA™ Tube for Bamse Brand honored for Sustainability at PCD Paris

*Derived from spruce wood waste, PICEA™ Tube exemplifies company's EcoDesign portfolio of sustainable packaging solutions*

Oberdiessbach, Switzerland – **Neopac**, a global provider of high-quality tube packaging for a broad array of industries and applications, earned a certificate at the **at this year's PCD Award Perfume, Cosmetics & Design Paris** show. The company has been honored for the sustainability of its **PICEA™ Tube for the brand Bamse, owned by Trimb Healthcare**. The tube is one of Neopac's **EcoDesign** products, a comprehensive line of eco-friendly packaging solutions.

The PICEA™ Tube is comprised primarily of a combination of spruce waste and a plastic matrix of sugar-based raw materials made exclusively for Neopac. In total, the tube is composed of 95.8% renewable materials. Notably, the International Organization for Standardization's (ISO) CO2 footprint analysis revealed that the PICEA™ wood tube uses up to 38.9% less CO2 in its life-cycle than a traditional polyethylene (PE) tubes.

Other benefits of Neopac's PICEA™ Tube include easy printability, recyclable capabilities, and similar barrier properties compared to PE or low-density polyethylene (LDPE) tubes. The PICEA™ Tube has also attained Ecocert and Cosmos certifications, as well as EU Food Grade status.

Bamse offers a skin care range specially designed for children, with ingredients that are gentle to sensitive skin. Bamse claims to be the kid's hero in the bathroom: strong, kind and fair. The brand is committed to eco-friendly packaging for its Ecocert-certified product line.

"Not only is the PCD Award certificate an incredible honor, but it acknowledges the success and commitment of Neopac's sustainability efforts," said Michael Aringhoff, Head of Sales Cosmetics for Neopac. "This recognition will support our endeavors to create additional eco-friendly products similar to PICEA™, expanding upon our EcoDesign portfolio."

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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, the company employs around a thousand employees and has a capacity of 1.3 billion tubes. For more information, visit [www.neopac.com](http://www.neopac.com).

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