



Newsletters

Viva IML Tube: Cutting Edge Innovation for Top Tier Brands (2016-05-15)

Viva has proudly launched IML Tubes for John Frieda haircare product series. Through the use of in-mold label printing, the product look has enhanced dramatically and increase shelf impact at retails.

Viva Healthcare Packaging is a leading manufacturer of IML Tubes with ISO and BRC Certified operations in Canada, Hong Kong and Poland. Viva's IML Tube offers superior printing and full coverage graphic quality by utilizing state-of-the-art in-mold labeling technology, now patented across 39 countries worldwide.

Viva IML Tube is validated as the most eco-friendly choice in tube packaging, with the lowest environmental impact, and as a uniquely 100% PP (Category 5) package it is celebrated as the only fully recyclable tube available. Viva's highly integrated manufacturing systems yield efficiencies that produce consistent high quality with very short lead-time