

THE TUBE COUNCIL

Tube News

The Magazine of the Tube Council

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Tube of the Year AWARDS

Celebrating the best tubes in personal care, pharmaceutical, dentifrice, food, and household/industrial markets.

The Tube Council has announced the winners of the 2013 Tube of the Year Awards competition. Fifty submissions were entered by member companies in five market categories in this year's competition, the council reports. Also competing were associate members from companies that provide support services to the tube industry, which were consid-

ered in the Most Innovative Process or Component category.

Judges were asked to consider the design of the tubes along with the level and complexity of the decoration, closure selection, dispensing features, and other aspects.

The Tube Council thanks the following judges for their service:

Viki Kapitany, J&J
Shalin Guity, Avon
Tom Heaslip, Colgate-Palmolive
Sebastian Fily, Galderma
Haynes Fernando, Reckitt Benckiser
Daphne Allen, Editor, UBM,
Pharmaceutical & Medical Packaging News
and *Tube News*

Award Winning Tubes

TED KLEIN TUBE OF THE YEAR

Peak Enterprises, TUNG Gel Japanese Version
by Viva Healthcare

Peak Enterprises' TUNG Gel Japanese Version, manufactured by Viva Healthcare Packaging, has been named the 2013 Ted Klein Tube of the Year, and Tom Oechslin, president of Peak Enterprises, is thrilled. "We have been competing with companies we look up to, and as a small CPG company, we are jazzed to be recognized, on top of the fact it was an in-house design," he says. "Our product has been well received across the board, and the tube is really responsible for a piece of our growth."

The injection-molded polypropylene tube features in-mold labeling with stand-out graphics. "Thanks to the high-quality image, there is no question what this product is for—this tube is our billboard," he says.

Viva Healthcare Packaging provided an injection-molded polypropylene tube with an in-mold label, Bruno Lebeault, marketing director, North America, for Viva, told *Tube News* last year. "The in-mold label is made in-house with extruded cast polypropylene (CPP) and then printed on integrated printing operations," he explains. "The in-mold label is then inserted into the

injection mold with high precision robotics on various Sumitomo lines. The tube is injection molded in one piece and then automatically further processed onto the same line for foil seal application, in-house-produced caps application, and packaging. The benefits include graphics, short lead-times, and high sustainability (100% PP)." For The Original TUNG Gel, Japanese edition, "Viva added a foil layer sandwich-laminated between the two layers of CPP to bring high barrier as well as to bring a very nice metallic shine in the part underneath the chin," Lebeault reported.

Oechslin reports Viva has been very attentive and responsive and has met delivery times, even as Peak Enterprises has expanded its sales throughout the globe. The Original TUNG Gel is currently sold in Japan, United States, United Kingdom, Turkey, Germany, Brazil, Nigeria, and Ireland, with Russia just launching, to name a few. "We use the same fundamental tube design for each market, with the exception of translations as needed," he says. "Our distributors tell us that the picture really says a thousand words."



[Feature]

BEST PERSONAL CARE

Winner: Vitabath
by Viva Healthcare



Viva Healthcare Packaging provided polypropylene tubes injection molded with an in-mold label. Metallic effects in the label are achieved by printing over a foil then overlaminating with a cast polypropylene film. The overlaminates also protects the tube from scuffing.

All components are produced in Viva's vertically integrated plant in North America. The tube and cap are both injection molded in one process.



BEST PERSONAL CARE

Runner-Up: Mitch Stone by Plastube

Plastube's proprietary polyfoil tube provides superior barrier properties with the wafer thin invisible barrier coated on both sides with PE plastic, reports Audrey Levesque of Plastube. "The tube retains its shape until completely emptied," she says.

Plastube employed offset printing for decoration. "The aesthetics of the tube's inherent brilliance combined with the double gradient look and the full coverage print provides our customer with a competitive advantage," says Levesque.