



Press Release 08-2008 Aerosol Forum

TUBEX: Innovation in decoration, shaping, bossing and printing of aerosol cans

For more than 60 years Tubex has been one of the leading companies in the packaging industry and has been the packaging specialist for aluminium aerosol cans, aluminium tubes and plastic tubes. At the Rangendingen site, close to the Swabian Alb near Stuttgart, Tubex produces aluminium aerosol cans and plastic tubes for international companies out of the cosmetics, technical and food industry. Beside the plant in Rangendingen there are other sites in Germany and plants in Austria, Poland, Slovakia, Russia and China where aluminium tubes are being produced. More than 1100 people are working at those 7 plants. Tubex is part of a worldwide company group with more than 5000 people working at 50 sites, owned by Dr. Cornelius Grupp. Tubex is well known as an innovative company and this is also shown by different prizes gained in the last years; i.e.: Aerosol Forum Award, Worldstar, German Packaging Award, ETMA and AEROBAL Award etc.



The more critical consumers become in the purchase of increasingly interchangeable products, the more important it becomes to differentiate oneself from the mass and to offer brands and products to which consumers will remain loyal even in more turbulent times. This need was initiative for Tubex to create the motto: **"We dress your product for success"**. Tubex learned very early that the product of their customers has to be different in the shelf in order to differentiate. This is possible by different and superior decoration and printing methods. Following some Tubex innovations in decoration and printing which support the consumer recognition.



The **Silent Can** has been developed for the premium range of aerosol cans. This innovation was driven by the ambition to upgrade high-class cans in their various existing designs, colours, and shapes. The main idea of the innovation was to eliminate the amphoric sound that arises when an aerosol can is set down and which conveys a lower quality of the product. This sound is reinforced by the fact that aerosol cans are mostly used in bathrooms and are placed on hard surfaces like glass, flagstones, and marble. Through targeted flock coating of the can bottom one achieves a damped layer. This layer allows the silent setting down and movement of cans on any hard surfaces regardless of its fill quantity. Altogether, this innovation has a positive effect on the buying decision of customers and further communicates the extraordinary presentation of the product. Also with the color of the flock and the length of the fibers, one gains additional room for creativity and individuality. The flock coating takes place in a separate process, but can be integrated inline in the event of adequate orders. Generally, the first step in this process is the cleaning of the cans. Then, the glue is applied. For this, there are several possible processes available: the dipping process, the spraying, and the roll application. With the intention in mind of flocking the complete bottom of the prototypes, even the drawn in areas and the process of spraying constitutes the best technique. Then, voltage is impressed on the can and the flock gets applied using compressed air. Due to the voltage the individual fibers straighten up and are held in position by the glue. Final step is the drying.



Another possibility to differentiate is the usage of a special **Flitter Coating**. The new developed effect-coating with flitters opens up another perspective of layouts. With this it has been achieved to combine a top-dressing dark-blue fond with a partial omitted field which highlights the brushing of the can and which visually shows up the flitter coating only onto the dark part of the can. This field can be printed individually, just like the Tubex-Logo signalizes. Onto the brushed can a transparent basecoat is applied. Afterwards the extensive fond-color is translated over the cliché onto the can. The omitted elements are applied within the same procedure with up to six additional colors. The can receives its final changing effect via this innovative flitter coating.



The worldwide **first aluminium aerosol can which is debossed in a separate machine inline** is introduced exclusively by TUBEX Rangendingen. The process allows debossing of outlines as well as whole fields, which could be combined with an embossed writing or logo. The aluminium aerosol can reaches a considerable upgrading in respect of haptic and optic. Debossing, which is possible over the whole can surface, creates a totally new, unmistakable tactile feeling. As debossing is also possible on shaped cans there is a wide range in respect of design. An additional highlight of this process is the possibility of exact adjustment of the up to seven coloured print to the debossing. The brushed aluminium of the aerosol can offers as well an additional, very elegant and effective design element. Further important advantages of this procedure are the high brand recognition of the consumer and as well the better protection against plagiarism. The high technical requirements as burst pressure and internal coating resistance are met so TUBEX Rangendingen. Thus, this new innovative type of decoration of aluminium aerosol cans can be used for all current bulks. This TUBEX-innovation will be loved by marketing, which now has the possibility to give their brand a unique facing and brand identity.



The latest innovation is the can **“What a feeling”**. The aerosol can has been improved by a special haptical (partial) effect on the can surface – you can feel the sand! As well other materials like i.e. rubber, velvet etc. are possible. This, for serial production adaptable, can refinement is applicable from rough to soft and from mat to gloss. No boundaries are set to imagination. This innovative effect intensifies the visual impression of the design and offers new possibilities for Marketing/Design. The tube is being upgraded and is now a real eye catcher in the shelf. This new decoration is also possible for plastic tubes.

The **Thermotransfer** process is a completely new decoration process. The main advantages of the Thermotransfer process are:

- Photorealistic designs
- Highest print quality up to 8 colours
- Whole can surface can be printed
- Combination of offset and flexoprint possible
- Via digital printing a personalization of the product is possible
- Haptical effects possible by over varnishing
- Small lot sizes can be produced in an economical way



Many of the above mentioned examples of innovations like extreme shapes, Truspray[®] etc. are in the market and help Tubex customers to differentiate in the market place/shelf.

