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**FSKOREA**  
FS Korea

## **Airless containers from FS Korea - new sizes and new features**

FS Korea has enjoyed a rapid path to prominence in the cosmetic packaging world, recognized for its innovative packaging solutions and components. The company has recently released new airless tube systems that appear to be standard soft tubes but are actually incredibly hard and sturdy, in a range of new sizes, configurations, and uses.

We've already written about the company's development process, which uses hard plastic sheets that are cut, folded and sealed in the shape of a traditional tube (the hard airless tubes provide a sturdy alternative to soft tubes that the consumer associates with a high-end, quality product). The airless bag is inset in order to provide clean, airless dispensing while being protected by the case.

The concept has already been proven in Korea where a fashion-savvy market has taken well to the concept, buying over 1.2 million units last year alone, with production expected to increase dramatically this year. In order to tailor the experience, FS Korea has released two new configurations to satisfy market demands.

The new T-C-C configuration offers three capacities (30ml, 35ml, and 40ml) which is generally bigger than the company's standard T-A line, giving companies a larger option for products they feel would do better in a bigger, heftier package. It's also a one-piece package as opposed to the T-A (a two piece pack) where the capacity is determined by the length of the tube.

The company has also released the T-C-C-B line, which is a smaller version of the T-A model in capacities ranging from 30ml up to 60ml, featuring a blow-moulded inner chamber allowing for a miniscule size and savings with regard to processing.

Each hard airless tube is topped (or bottomed, as the case may be) with a dosing pump, specially designed for the rigours of daily use. Priming takes just a few strokes. Thanks to the accompanying overcap, the pump aperture remains free and clear of residue and can sit on the shelf for a long period of time between uses. Due to the rigidity of the tube, it can be thrown into a purse or bag without fear of being compressed, ensuring that the product will not escape while in transit.

In general, the new configurations provide a welcome number of choices to companies that seek to distinguish themselves with a novel packaging concept that's inexpensive, durable, and useful to the consumer.

