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NEOPAC
THE TUBE

Neopac The Tube

Platinumfoil – perfect combination of security and design

Platinumfoil is more than a hologram: the unique hot stamping film with platinum 3D effect is a superior security feature for a customized brand protection.

With its boundless design opportunities, this hot stamped element is an exclusive eye-catcher for the decoration of the tube and guarantees to grab the customers attention at the point of sale.

“Comprehensive packaging concepts including primary (tubes) and secondary packaging can now be realised,” says Olivier Schibli, CEO of Peyer Graphics AG, who produces the hot stamping film in “tube quality”.

Hologram effects may be combined with fine resolution 3D elements, such as pictures, logos or codes. Hidden features and microtext may also be incorporated. Platinumfoil has the same properties in respect of abrasion, adhesion and resistance to the contents of tubes as a standard hot stamping foil in gold or silver.

**Neopac will be exhibiting at the Cosmoprof show
Stand 16 C/8-D/9**



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