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NEOPAC
THE TUBE

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Heat sensitive decoration for tubes

Neopac decorates its cosmetic tubes with special colours that are surprisingly changing - they react on thermal transfer such as touch, breath or hot air.

"Its a playful effect for consumers" states Monika Rüegg, Head of Sales and Marketing cosmetics. "our customers can hide messages or special signs beneath this colour, which only appears when touching it".

It would also be possible to use as a temperature-sensor for products which have to be warmer than a certain degree for application. Three activation temperatures are possible: 20°, 31° and 43°C.

They have 9 standard colours and can rebuild every pantone colour their customer want. The darker the colour, the better the effect!



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