

# Albéa's cosmetic laminate tube offering: attractiveness, protection, and time-to-market

Gennevilliers, March 2017 - *"The trend is for shiny tubes with metallic effects and intricate designs, for beautiful tubes that stand out on shelf, while at the same time preserving more delicate formulations. These new aesthetic codes help beauty brands expand their seasonal collections and limited editions by providing pioneering, top-quality, personalised products in very short time frames, helping them stand out from the competition. Laminated cosmetic tubes are an ideal solution for beauty brands,"* explains Dorothee de Courson, Marketing Director, Albéa Tubes.

Albéa's cosmetic laminate tube offering provides countless advantages:

- **A large range of round or oval shapes, from diameters 19 to 50mm** for 10 to 300ml filling capacity.
- **Different structures** for different barrier levels and looks: ABL (Aluminum Barrier Laminate), PBL (Plastic Barrier Laminate) or Reflexion™.
- **Intricate designs:** realistic photo prints, matte or shiny effects, multi-coloured... and sophisticated metallic effects.
- **A near-invisible side seam** thanks to Perfectiseam™ technology
- **Various cap and applicator options:** flip top, screw top, nozzle, etc.
- **As well as flexibility and time-to-market:** our cutting-edge SmartPrint™ digital printing technology, available in North America and Europe, allows batch sizes from 10,000 units and shortens product development lead-times.



Albéa pioneers shiny, metal and photo-like decors via **SmartPrint™** inkjet technology!



**SmartPrint™** allows small batch sizes from 10,000 to 50,000 units and is now available on many laminate tube specifications.

Anti-counterfeiting via sequential numbering is an additional option.

You can also design your cosmetic laminate tubes with **Albéa Mix&Match**, Albéa's digital platform where you can create your customised tubes virtually.



Design and create your customised tube in real-time by combining our 3 expertise:

- the elegance and performance of our structures - round, oval, plastic, laminated or Purefoil
- our creative and ergonomic designs with different applicators - airless pumps, nozzles, screw-caps
- endless decorations by playing with effects and colours thanks to a stunning palette. And for the ultimate personalisation, upload your own design and apply it to the tube for an extremely realistic result!

Albéa Mix& Match – Choose, Combine & Create on <http://mixandmatch.albea-group.com/>

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## Albéa - Packaging & more

Albéa offers the world's largest range of beauty and personal care packaging - with leadership positions in plastic & laminate tubes, mascaras, lipsticks, samplers and foam pumps; and recognized expertise in fragrance & skincare dispensing pumps, fragrance & lotion caps, compacts, lip gloss, promotional items and accessories. Our 15,000 people serve large and small customers in 60 countries across the world, and operate 38 facilities in Europe, Asia and the Americas. Albéa's global sales totalled US\$1.4 billion in 2015.

Albéa's committed teams provide local presence and global reach; robust capabilities in innovation & design as well as project management; solid operating excellence; world-class manufacturing, decoration and full-service; as well as a strong commitment to Corporate Social Responsibility.

Albéa is proud to have been contributing to our customers' success for more than 50 years.

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