

Secretariat:
Am Bonneshof 5
40474 Düsseldorf
Germany
☎ +49 211 4796-144
Fax +49 211 4796-25141
e-mail: aerobal@aluinfo.de
website: <http://www.aerobal.org>

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Press Release

AEROBAL “World Aluminum Aerosol Can Award” Focus on Product Sustainability and Design

Improved product sustainability and innovative design were the two issues dominating this year’s “World Aluminum Aerosol Can Award” competition organised by the International Organization of Aluminum Aerosol Container Manufacturers (AEROBAL). The panel of judges hailed from eleven leading international trade journals for packaging and cosmetics.

Tubex (Germany) captured the coveted AEROBAL trophy, the Aluminum Bear, in both categories of the competition.

In the category “Cans launched on the market”, Tubex won with **Aquafresh**, an aerosol can featuring a veritable fireworks of innovation. This product marks the first time toothpaste is packed in an aluminum aerosol can. The can is easy to use and allows efficient dosing and hygienic dispensing. Glazing printing inks are employed to lend the brushed aerosol can special metallic effects. The rays surrounding the brand name were created with two intermingled white tones. The bare aluminum sparkles out from the toothpaste printed on the can, conveying a brilliant smile. The genuine technological innovation, which is invisible for consumers, is a powder coating located inside the can. This inside protection coating can be used in serial production and is free of solvents. No subsequent afterburning is required, so no CO₂ emissions are generated. This technological breakthrough is a significant step towards greater ecological sustainability in the production of aluminum aerosol cans. The powder coating is also highly economical because any overspray can be reused. Last but not least, the new coating also has better technical properties than conventional inside protection coating systems.

In the category “Prototypes”, Tubex won with its **Profile and Grips** aerosol can. This aluminum can is shaped and embossed. The printing is aligned with the rounded-bottom oval can and the embossment with the printed image. The ergonomic and innovative oval design of this aerosol container is a synonym for high tech. The aerosol can is pleasant to hold in the hand and makes a high quality impression. The striking can design draws maximum attention from customers at the point of sale. The can is embossed in the production line. The production process can emboss contours as well as larger areas. That significantly enhances the look and feel of this aluminum aerosol can.

The embossment, which can extend over the entire surface of the can, creates a completely new, unmistakable tactile feel and attracts looks from consumers like a magnet. Other major advantages of this design are the high brand recognition it ensures on the part of customers and improved protection against counterfeiting.

Contact:
Gregor Spengler
AEROBAL Secretary General