

## etma Press Release

### Winners of the etma Tube of the Year Award 2025: European Tube Industry Demonstrates Creativity and Innovation: Sustainable Concepts, Design for Recycling, and Fascinating Aesthetics

The award ceremony for the etma Tube of the Year Award 2025 took place during the Annual Meeting of the European Tube Manufacturers Association (etma) on May 21 in Nice. A seven-member jury composed of representatives from member companies selected the winners in five categories: aluminium, plastic, and laminate tubes, as well as prototypes and sustainability. Once again, the etma Award impressively highlights the performance, creativity, and innovative strength of the European tube industry.

The winner in the aluminium tube category is the Austrian manufacturer TUBEX Aluminium Tubes with a refill tube developed for Caudalie. The French natural cosmetics brand recently introduced refill solutions across its entire product range to strengthen its sustainability commitment. For the “Resveratrol-Lift Serum,” Caudalie, together with the tube manufacturer, developed an innovative refill system that combines user-friendliness with environmental responsibility. At the heart of the concept is a refill tube designed for a high-quality, multi-part packaging. The tube is made from 100% recycled aluminium (95% post-consumer material) and requires no plastic cap, making it a mono-material solution with high recyclability and a minimal ecological footprint. In addition to its sustainable features, the tube impresses with its ease of use and premium appearance. The refill process is simple: break off the aluminium nozzle, refill the original packaging, reseal, and recycle the empty tube. The matte soft-touch lacquer highlights Caudalie’s luxurious aesthetic and perfectly aligns with the brand’s sustainability-oriented image.

The winner tube in the plastics category was submitted by the French manufacturer Albéa Tubes for the ETAT PUR brand, which chose the EcoFusion Top 50ml tube for the relaunch of its “Pure Skincare” line. As part of its packaging strategy, ETAT PUR is redesigning its product range according to ecodesign principles, aiming to improve recyclability and reduce plastic usage. The solution combines the EcoFusion Top with a 350 µm thin-wall sleeve, resulting in a plastic reduction of 54% compared to the previous 50ml tube, and even 82% compared to the former 40ml airless dispenser. The tube is entirely made of HDPE mono-material and is recyclable in the HDPE stream. The design also stands out for its simplicity and elegance: fine lines, subtle tones, and restrained yet distinctive branding – fully in line with ETAT PUR’s clean beauty philosophy.

EPL Europe took first place in the laminate tubes category with its premium laminate tubes for POMÉLO+CO’s Molecular Repair Shampoo and Conditioner. These tubes combine sophisticated design, innovation, and a premium character. They are made from the company’s own fully RecyClass-certified Platina™ laminate (300 µm), a fully recyclable mono-material developed specifically for modern premium hair care brands. With a diameter of 50 mm, the tubes offer generous design surfaces. Highlights include large silver embossing for a premium appearance and an overlaid gloss lacquer creating a brilliant metallic effect. Matte coating on the coloured areas adds depth, a pleasant feel, and elegant appeal. The white-translucent flip-top cap blends seamlessly with the design and enhances the product line’s visual identity.

In the prototypes category, the Italian manufacturer Global Tube took first place. The winning prototype is a PBL tube with a tamper-evident flip-top closure (diameter 50 mm) and a matte surface. The highlight is the sophisticated combination of multiple printing techniques and effects. The tube was printed in a single pass on a 10+1 color flexo-screen printing press. Finely tuned prepress and high-

resolution photopolymer plates enable excellent color reproduction and a wide four-color gamut. The use of Cast&Cure™ technology creates a three-dimensional register varnish. Here, a UV lacquer is shaped using a reusable film to transfer delicate 3D engravings to the surface. A special highlight: the “Rose-Infused” screen print used a lacquer containing fragrant microcapsules – when rubbed, a pleasant rose scent is released. The result: a multisensory experience appealing to sight and smell – a powerful marketing and design innovation.

In the sustainability category, German manufacturer Linhardt was awarded for its Cien Sun Care tubes. Their approach: sun protection must not be an afterthought – and neither should sustainable packaging. With the NextGen PCR Tube, Linhardt is taking a big step toward sustainable plastic packaging. The new Cien sun care tubes feature a body made from 100% post-consumer recycled material (PCR), a material-reduced TopTube closure, a reduced EVOH layer, a wall thickness of 350 µm, and high recyclability due to the uniform material of tube and closure. For the Cien sun care products sold in Lidl stores in the UK and Spain, the TopTube closure has proven to be particularly resource-efficient. Compared to a standard flip-top cap, the TopTube closure is 62% lighter on 40mm tubes and 73% lighter on 50mm tubes. As a further sustainability step, Linhardt developed the first PE-HD/LLD-PCR tube on the market with 100% PCR content in both plastic components (HDPE and LLDPE) – combined with the TopTube closure. The packaging is now available in Lidl stores and represents a successful combination of sustainable product formulation and innovative packaging.

etma’s new Secretary General, Seifeldin Raslan Mohamed, who was elected during the meeting in Nice, expressed great satisfaction with this year’s competition results: “Our competition once again demonstrates the central role that the European tube industry – and especially our members – plays in developing sustainable and resource-efficient packaging solutions. I am particularly pleased that, alongside recyclable design, other developments such as new product ideas, creative design concepts, and exciting technical innovations are also receiving attention. The etma Award is a powerful testament to the outstanding performance of the European tube industry and the innovative spirit of our members. Beyond Europe as well, the etma competition continues to set standards for forward-looking and high-quality packaging solutions. And this is exactly what we aim to continue building on.”

Düsseldorf, 10 June 2025

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