



Oval shape laminate tubes: Ovation

Ovation combines our laminate technology with an elegant elliptical shape. Ovation tubes provides +10% marketing surface for a great visual impact online and offline.

PRODUCT STORY

An elegant oval laminate tube 10% larger communication surface for visual impact on shelves and online. The tube is easier to stock and transport larger quantities as it requires 20% less surface to stand alone. Very comfortable handling with similar stability to that of the cylindrical tubes. Combined with Perfectiseam technology - the new, flat-to-touch side seam which allows 360° printing and is very discreet to the touch. Ovation tubes allow great formula protection. They are available in ABL and PBL and Reflexion for brilliant metallic effects and bounce back properties. The tubes are available with convenient dispensing systems, such as flip-top caps for diameter 50mm and 35mm. The diameter 35mm version is available with screw caps that can be metallized for an extra elegant look. The diameter 50mm Ovation tubes have a ledge inside the cap that avoids water staging inside the cap. The Ovation offer is ideal for shampoo, conditioner, shower gel, foundation, make-up, hand and body care.

TECHNICAL INFORMATION

Technical information: Diameter: 35, 50 mm · Filling capacity: from 40 to 275 ml

CUSTOMER BENEFITS

A great tube grip even for the highest content. The flat shape of the tube makes it easier to hold for the users. The elegant look of the elliptical shape is combined with many decoration options and have a premium look. Ovation tubes feature a ledge inside the cap that avoids water stagnant inside the cap. User will no longer the uncomfortable experience of cold water leakage in the shower. The flat format is easy-to-carry around at the gym, travelling or even in the purse.