



## Reflexion laminate tube

Reflexion is our innovative laminate tube which combines a very protective Plastic Barrier with a very eye-catching metallic effect. Furthermore, the brand image remains unchanged thanks to the incredible bounce back properties.

### PRODUCT STORY

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All plastic laminate tube with brilliant metallic effects

The Reflexion webstock features a wide choice of metallic effects: mirror like, shaded effect, brushed aluminum and hot stamp with reverse out printing.

The decoration can be applied from the shoulder to the end of the tube and that 360 degree print thanks to our Perfectiseam - the very discreet to the touch and almost invisible side-seam - which makes the tube much more attractive to the consumers' eyes.

Excellent bounce-back properties to reduce wrinkles and denting. No need for secondary packaging for protection.

EVOH barrier which protects your formula.

Eco-design information:

- Less 11% carbon footprint reduction than Aluminum Barrier Tubes\*
- Less 33% carbon footprint reduction than Plastic tubes with metallic label\*

(\*Life Cycle Analysis performed by Albéa)

Also available combined with our Ovation technology for an outstanding oval shaped tube with metallic look.

### TECHNICAL INFORMATION

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- Webstock thickness: 370µm
- Diameter: 50mm
- Filling capacity: from 100ml to 250ml

### CUSTOMER BENEFITS

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User benefit from the premium looking tube with a lower environmental impact than that of aluminum tubes. The



bounce back of the tube walls allows the tube to retain its original shape and prevents denting. Consumers' gesture is the same as standard PBL or extruded plastic tubes.