



Q&A WITH VIVA IML TUBES

Ahead of the American Packaging Summit 2019, Generis Group spoke with Viva IML Tubes to address sustainability, new packaging technologies, and Viva IML Tubes' expertise. In this Q&A, we discuss what sustainability trends are reshaping the packaging industry, how new technologies and materials have enhanced the customer experience, and why customers choose to work with Viva IML Tubes.

Sustainability is at the forefront of many companies. How does Viva IML Tubes align with customers' strategic initiatives to achieve sustainability goals for the future?

We believe in uncompromised beauty and quality combined with the best sustainability solution available. Every tube that Viva makes has a terrific sustainability story. And we have some new developments with FDA certified PCR (Post-Consumer Recycled) plastic that takes the sustainability story even further.

Viva produces tubes by injection molding, with in-mold label decoration. The manufacturing method yields significantly lower GHG emissions and has a lower environmental impact – about 25% to 35% less than industry standard tubes (verified by independent Life Cycle Analysis).

Viva's tubes are the only package in the industry that are single-category. Each component of Viva's tube (label, tube and cap) is made of polypropylene (Category 5 plastic). Polypropylene is the fastest growing category of plastic being recycled and is accepted at a significant majority of recyclers in North America today. All of Viva's tubes are recyclable and require no disassembly.

Viva now has a secure supply of safe, FDA-certified PCR. Viva can now offer tubes made with high percentages of PCR (50% in the tube and 100% in the cap). With Viva's tubes available with PCR and being fully recyclable, we now offer a true full circle recycled/recyclable solution.

Viva is vertically integrated making label substrate, printed labels, tubes and caps all in-house. This eliminates unnecessary transportation of components, and allows Viva to better control quality and lead-times.

How does Viva IML Tubes cater to the Food, Cosmetics and Personal Care industries?

Viva's tubes offer a new level of shelf impact. All of Viva's tubes are made with state-of-the-art printed labels and IML decoration. The graphics on Viva's tubes jump off the shelves with unsurpassed impact. The First and Second Moments of Truth are incomparable to competitive product. Cosmetics and Personal Care items are commonly in tubes, and Viva has raised the bar significantly in the important areas for these products. The North American food industry is only just starting to embrace the benefits of the convenience, sustainability, cost-effectiveness and shelf-impact that Viva's tubes bring to food packaging. So in each of Food, Cosmetics and Personal Care Industries, Viva offers a spectacular package that does not compromise in sustainability, cost-effectiveness or convenience.

What sustainability trends are reshaping the packaging industry?

The packaging industry is starting to use materials and manufacturing methods that have lower environmental impact, and using materials that can be recycled and/or made with recycled material. Viva's tubes check all these boxes to deliver a very sustainable package that does not compromise on any other area of importance.

How has technology and materials enhanced the customer experience?

Injection molding a tube is a relatively new manufacturing technology, enabled by Viva's recent advancements in materials development. Both the look and the feel of the tube have elements that are not available with traditionally manufactured tubes. With injection-molded tubes and IML decoration, the decoration of the tube is better than ever, with a totally new level of printing quality and full surface coverage on the tube body. The tube's structure, squeezability and posture has a premium feel. We offer tube surface textures never before offered on a tube.

Why do companies choose to work with Viva IML Tubes?

Viva is a world leader in manufacturing with vertically integrated expertise from materials development and manufacturing automation, through to production efficiencies and Customer Service. Viva has a unique agility to deliver an impressive range of product specifications very quickly with robust manufacturing facilities in North America, Europe and Asia. Companies choose to work with Viva because Viva can deliver better products, more sustainably, and more efficiently than anyone else.

Viva offers rapid prototyping and customization. Viva is an innovator and has recently introduced;

- Industry-leading "Velvet" soft touch tubes
- Dual-Chamber tubes
- FDA certified PCR tubes
- Industries widest range of sizes
- A range of specialty accessories and applicator tips for personal care and cosmetics.



Viva IML Tubes is a global manufacturer of In-Mold-Labeled Tubes (IML Tubes) with ISO and BRC certified manufacturing operations in Canada, Poland and Hong Kong. Viva IML Tubes is a subsidiary of Viva Group which has been a leading plastic packaging manufacturer established in Hong Kong in 1973. For group details, please visit www.viva.com.hk.

Viva tubes are manufactured by an injection molding process and decorated by in-mold labeling. The process calls for a printed in-mold label to be inserted into a mold and 'shot' with a proprietary polypropylene resin. Within seconds, the tube is fully formed and decorated in one piece including the neck, shoulders and body. The label is literally embedded in the walls of the tube, forming an integral part of the tube wall and protecting the decoration from scuffs during distribution and use.

In April, Viva IML Tubes will join industry leaders at the American Packaging Summit 2019 to discuss current trends, strategic insights and best practices in packaging innovation, design, materials and branding. This unique summit brings together leaders from across all industry sectors – food and beverage, CPG, cosmetics, pharma, retail, toys and more – involved in the business of packaging. Network with over 150 of your peers, connect with exhibitors and learn from the top industry influencers as we explore strategies to drive innovation, growth and profitability in an ever-evolving market.

Find out more by [visiting the program](#) or the [American Packaging Summit website](#).

