

## ***Interview of Leopold Werdich, Managing Director, Tubex GmbH, Germany***

***\* At Aerosol Forum 2011, you will make a presentation titled « YES Green can». This title recalls the motto of a famous politician. Could you explain its meaning?***

« Yes Green Can » is a line of ecological aerosol cans launched by TUBEX in 2004. Therefore there is no relation with the slogan of the current president of the United-States. By developing a solution like « Yes Green Can » TUBEX has shown that it was possible to produce on industrial scale the most sophisticated aerosol can in terms of eco-friendliness. Indeed this packaging meets all the requirements for mass production while including all the features of sustainability that are achievable today: economic use of resources thanks to significant can weight reduction and the usage of 20% recycled aluminium, reduction of VOC emissions by the application of a solvent-free internal powder coating and the use of a water-based base coat and over-varnish. We are timely-wise in launching the Yes Green Can for there is a huge willingness to sustainability and a real boom demand from aluminium aerosol can customers for this package. In addition to many other prizes, Yes Green Can has won the 2010 European Aluminum Aerosol Can Award for 'Prototype' category and the Can of the Year Award. So far over 100 millions units have been produced.

***What are the latest innovations TUBEX will present during the 2011 edition of Aerosol Forum?***

At PCD 2011 we will present its Yes Green Can solution along with several novelties such as the can deodorant from Beiersdorf that uses a powder coating in replacement of a standard solvent-based lacquer. TUBEX will showcase the Deo Mineral from L'Oreal that is a big success. The can offers brilliance with a mineral visual effect obtained by a printing process. PCD visitors will see also the Puma deodorant can, which features a highly eye-catching and different design made by using three intensive colours. For this edition TUBEX will put the focus on its embossing facilities that allows unique shapes and design. We are the only aerosol producer in the world that is capable to produce shaping and embossing tooling inhouse. TUBEX has got an alternative inline embossing technology that offers unlimited design possibilities.