

# Press Release

EPL Ltd. Europe



## Sustainable tube packaging from EPL Ltd. sets new standards

- **Cooperation: Hela Gewürzwerk Hermann Laue GmbH and EPL Ltd. Europe set an example for sustainability**
- **Platina Pro tube from EPL RecyClass and APR certified**

**Dresden, June 15, 2021: Specialty packaging supplier for laminate tubes EPL Ltd. Europe and the traditional company Hela Gewürzwerk Hermann Laue GmbH (since 1905) - both of which are among the world's leading suppliers in their industries - have agreed through their cooperation to focus more strongly on the topic of 'sustainability'.**

The FMCG market has changed significantly in recent years and has become more fast-moving. Product cycles have become extremely short and customers are much more demanding in their requirements today than they were five years ago. This has resulted in a high level of dynamism in the market, with the focus on technically sophisticated solutions, changing materials, product protection, interactive features, consumer-friendly closure solutions, and environmentally friendly and resource-saving materials. EPL used the active and innovative time to develop sustainable product solutions. **Thomas Holling, New Product Development Manager Europe adds: "With this tube, we have succeeded in harmonizing Hela's customer requirements in terms of sustainability. Both companies underline their focus on sustainable product solutions of the highest quality."**

### **The "PLATINA PRO 250" product solution**

In search of a sustainable product solution for the new products **Fruit Up** and **Würz Wunder** as well as for the classics from the **Spice Ketchup** range, Hela has chosen the PLATINA PRO 250 tube from EPL. The Platina material used is a development of EPL Ltd. and is fully recyclable. The tube has a diameter of 40 mm. Due to the extremely high oxygen barrier, which comes close to conventional ABL laminates (aluminum barrier), EPL has succeeded in packaging a challenging filling material from the food sector in an optimal, odorless and safe way. The production of this tube is very demanding and highly complex, because all the necessary barrier properties must be met throughout the entire life cycle. After each use, the tube should return to its original shape. The shoulder material is made of HDPE.

In the development of the artwork, Hela emphasizes modern and familiar designs. It was printed in flexographic printing with 9 colors and a matt varnish. Further finishing options, such as an embossing foil or similar, were consistently avoided in the interests of sustainability.

### **Platina tubes from EPL - RecyClass-certified and approved for recycling by APR**

The PLATINA-PRO laminate tube was one of the first tubes in the world to receive the coveted RecyClass award. The independent certificate applies to Europe in the **'Code 2' HDPE material stream (recycling)** sector and impressively confirms the sustainability of Platina tubes. What's more:

For a packaging solution, this recognition is a decisive breakthrough, because EPL was able to convince the demanding requirements of customers like Hela with the 100% recyclable product.

Shortly before the European approval of RecyClass, the PLATINA-PRO laminate tube was also certified by the US industry association 'APR' (APR = Association of Postconsumer Plastic Recyclers) for the American market.

**"We as Hela are proud to take another step forward towards sustainability in cooperation with EPL by using this new type of packaging," said Joana Schöning, Product Manager / Marketing.**

#### **About EPL Ltd.**

EPL Limited (formerly known as Essel Propack Ltd.) is the world's largest specialty packaging company specializing in the manufacture of laminated plastic tubes for the FMCG and pharmaceutical industries. With its 3,000 employees from 25 nations, EPL operates 20 state-of-the-art manufacturing facilities in eleven countries and sells approximately 8 billion tubes per year.

With a 36% global market share in oral care, EPL has facilities in the U.S., Mexico, Colombia, Poland, Germany, Egypt, Russia, China, the Philippines and India. These facilities cater to the five core categories of Oral Care, Beauty & Cosmetics, Pharma & Health, Food & Nutrition and Home Care, providing customized solutions driven by continuous innovation in materials, technology, design and processes.

The EPL Sustainability Toolbox offers a wide range of highly developed, customized packaging solutions in tubes. EPL supports the European Union's (EU) commitment to integrate materials into a circular economy by developing recyclable materials. Further information about EPL can be found on the internet at [www.eplglobal.com](http://www.eplglobal.com).

#### **About Hela**

Hela Hermann Laue Gewürzwerk GmbH is a family-run company in the 4th generation and has been active in the food industry worldwide since 1905. In total, the company is represented globally in 10 locations. The headquarters is located in Ahrensburg near Hamburg, Germany and employs about 450 people.

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