



Press release

YOUR TUBE AWARD: A dazzling appearance for the aluminium tube

Staging the “International Aluminium Tube Design Award” for the second time, the European Tube Manufacturers Association (etma) again celebrates creative designs for the aluminium tube +++ The award winners will be presented to an audience of trade professionals at the Interpack 2014, the world’s largest packaging fair, taking their prizes in a live show according to this year’s motto “Your Tube Award Comes Alive!”

Düsseldorf, September 2013. Following the great success of the “YOUR TUBE AWARD” in 2012, the European Tube Manufacturers Association (etma) will again be celebrating excellent concepts in the area of product and graphics design for the aluminium tube. From September until February 2014, the etma will be looking for people with creative ideas to highlight the aluminium tube as a unique combination of material, design, and functionality in new and innovative ways. Participation is free of charge, and applications should be sent to the specially installed www.your-tube-award.aluminium-tubes.org award site. After a jury of experts has picked the five best projects from all the entries, these will be staged and presented at the Interpack 2014 in Düsseldorf, the world’s largest trade fair for packaging systems. This is where the trade professionals come in: the winners of the money prizes totalling 10,000 € will be decided by their vote. “The decision to continue this competition was very easy for us. We were particularly impressed by the enthusiasm and especially the worldwide interest shown by creative minds with their fantastic designs and fresh concepts,” says etma Pres-



ident and chairwoman of the Aluminium Tube Committee, Dr. Monika Kopra-Schäfer, regarding the decision to repeat the design award.

Fresh talent for the tube

The award specifically focuses both on young professionals and experienced designers as well as on students and new talents on the design stage at renowned European design institutes, academies and universities. The corresponding adverts inviting people to participate have already been placed in design magazines throughout Europe. The first prize is endowed with 5,000 €, the second with 2,000 € and the third with 1,000 €. The remaining 2,000 € of the total prize sum of 10,000 € will be awarded for the special prize "Best Holistic Concept", for example a tube design for a fictional or new product or a brand that has been created completely from scratch.

The aluminium tube as a modern packaging material

"The YOUR TUBE AWARD 2012 impressively demonstrated that designers put a lot of thought into the aluminium tube as a packaging material. It wasn't just optical innovations, but also the emphasis of the positive features of the aluminium tube that proved to be the leitmotifs behind the projects that were submitted," says Oliver Höll, Chairman of the etma Project Group in the Aluminium Tube Committee and a member of this year's design award panel. The positive characteristics of the aluminium tube are not restricted to the unique look-and-feel experience of the package material, but also reflect its outstanding functionality in terms of hygiene, product protection, convenience and recyclability. "By offering this award etma wishes to give a sustainable boost to farsighted and progressive attitudes towards the material among future generations of packaging designers, emphasizing the chances and opportunities it provides," Oliver Höll continues.



The aluminium tube as a live event at the Interpack

The winners of the YOUR TUBE AWARD will be presented to a broad audience at the Interpack, the world's largest trade fair for packaging solutions, in May 2014. At the special exhibition stand, the jury will present the five best submissions for the YOUR TUBE AWARD live to trade professionals from all over the world, inviting them to cast their votes to decide the winners.

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