



## Newsletters

### **The Viva Injection-molded Tube eco-concept: From customized brand concepts to recycling and back to concepts again and again ( 2014-03-20 )**

The Viva Injection-molded Tube is made of 100% PP, including the tube body, in-mold label and cap, lending itself to class 5 recycling programs where other industry tubes simply cannot.

The Viva Tube is celebrated as the only tube available that is fully recyclable and it raises the bar for a growing eco trend within the packaging industry.

As well as its sustainable 100% PP advantage, the Viva Tube has other characteristics that positively impact the environmental footprint:

- All components (in-mold labels, caps, tubes, printing and manufacturing) are produced in-house under one roof, eliminating the need to transport components between locations.
- A robust and efficient injection-molding process enables minimal waste and production buffer.

Viva commissioned a Life Cycle Assessment by an independent consultant to measure the environmental impact of a Viva Tube compared to:

- Laminate tubes both with and without PCR material
- Extruded tubes both with and without PCR material

The analysis included all major emissions sources spanning from the production and transportation of materials to the tubes leaving manufacturing plant.

The result clearly defined that in all impact categories - global warming, energy demand, acidification, eutrophication and ecotoxicity - a Viva Tube has the lowest impact vs. laminate and extruded tubes.

**FACT:** A Viva Tube saves 25% to 35% emissions for every tube produced compared to the sunset technologies of laminate and extruded tubes.

**FACT:** Recycling 1 million Viva Tubes conserves the equivalent emissions from an average automobile for 10 years, or the energy use from an average home for 6 years!

Complete details of the LCA are available upon request.