



**FOR IMMEDIATE RELEASE**

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**CCL TUBE TEAMS WITH SISTER DIVISION, CCL LABEL,  
TO OFFER TWO INNOVATIVE LABELLING TECHNOLOGIES.**

[JUNE 30, 2008] – Los Angeles, CA – CCL Tube Inc, one of the leading manufacturer of tube packaging solutions, today announced that it has added two innovative labels to its decorating capabilities. Available immediately are CCL's Crimp-Through and Shrink-Over-the-Shoulder tube labels. These new label technologies offer CCL's customers sophisticated labeling concepts that greatly enhance shelf appeal.

**Photorealistic Design, from the Finest Details to Special Effects.**

Today's labels enable marketers to reproduce almost photo realistic artwork on plastic tubes. From flowers, to faces or holographic effects – highly sophisticated artwork can be replicated in more detail by using self-adhesive labels as the decoration technology of choice. CCL Tube has outfitted both of its state-of-the-art manufacturing plants with the latest high-speed labelling machines. Each is equipped with in-line optical quality control systems. These finely tuned systems ensure the desired label positioning is achieved and eliminate print defects in order to meet or exceed the quality expectations of CCL's customers.

**Wrap Your Tube or Mark the Spot.**

CCL's full-wrap labels eliminate the undecorated zone that many standard labels leave behind and provide 360° of decoration with an overlap ensuring artwork continuity across the entire tube body and giving each decorated tube a very stylish look.

As a special design feature, a spot label, in a defined position, integrates effortlessly with direct printing designs. Spot labels are a cost-effective way to make a product or packaging statement and are perfectly suited for promotional purposes and product announcements.

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**Expanding Customer Understanding.**

Collaborating with our sister division, CCL Label, CCL Tube offers its customers Expanded Content Labels. The Expanded Content Label has ample space for far more information than the conventional label type. The label's design makes it ideal for directions for use, informative labeling, multilingual information and various promotional activities.

**Shrink It or Crimp It.**

CCL has developed a unique way of transforming undecorated standard tubes into dazzling works-of-art. By using the newly developed Shrink-Over-the-Shoulder label, marketers can customize their tubes from shoulder-to-tube crimp when combined with the Crimp-Through label technology. These two label technologies, made by using proprietary materials, provide 100%



tube coverage and are the ideal substrate for reproducing exceptional artwork and further allow for the use of high-gloss and metallic effects; adding elegance and giving a stand-alone image to a product.

Compared to today's widely used standard label applications, no undecorated tube areas are showing and label wrinkling or flagging are entirely avoided. Marketers can reproduce sophisticated artwork, including imagery and photography to target their customers and promote their products. CCL takes it even one step further, offering label-to-closure orientation during the finishing process for all labeling applications.

CCL produces PE and Post-Consumer Resin tubes in all densities (with or without EVOH barrier) and standard tube sizes (3/4" to 2-3/16") with compatible head/neck finishes that include: B22-400, M8, M5, ND20.6 and dome/slanted (3/4" only). Decorating options include: 1-to-8 color offset, 1-to-6 color silkscreen printing, hot stamping, plus a variety of custom combination decorating options.

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For more information, please contact Tammy Romer at 541.550.0402 or email [tromer@tammyromer.com](mailto:tromer@tammyromer.com)

**About CCL Tube Inc.**

CCL Tube Inc., a division of CCL Industries, is the Americas' leading manufacturer of plastic tube packaging solutions. The company's commitment to quality, service and innovation enables today's highly competitive personal care, cosmetic, healthcare and specialty brands to provide their end-users with durable and appealing packaging. CCL Tube employees 350 dedicated and talented team members at its Los Angeles, California and Wilkes-Barre, Pennsylvania manufacturing facilities.