

Introducing the *eco*-tube

A solution under our Better Planet Packaging initiative



Smurfit Kappa
Better Planet
Packaging

The paper based Eco-Tube is **100% recyclable** through readily available consumer recycling schemes without impacting visual appeal



Latest tube evolution

Adding an extra level of sustainability without having an impact on strength

Able to perform as a premium packaging solution increasing brand recognition, improving consumer experience and creating competitive advantage



Varying sizes and scalable options available

Full colour print and decoration options – making it suitable for a wide range of products

