

Next Generation Tube Excites 3M Shelf Presence



MJS PACKAGING

About the Customer

3M has been a global innovator since 1902, and they demand the same innovative spirit in their suppliers. 3M trusts MJS Packaging to apply that creative and energetic thinking to package development.

Objective

To develop a tube that accentuates the wood grain design and bold red 3M logo while providing excellent barrier properties.

Solution

MJS Packaging expertly guided 3M through the complex world of combining in-mold labels (IML) and tubes. This included:

- Leading the design, development & manufacturing of custom dispensing tip to accommodate viscous product
- Achieving multi-layer tube structure that allows for product show through in “window”
- Multiple reviews of the challenging wood grain design

Benefits

- Significantly improves graphics & wood grain appearance
- Utilizes a higher oxygen barrier tube structure
- Incorporates a large tube orifice for improved product flow and dispensing

Results

3M was thrilled with the superior barrier properties and high-impact graphics found with the new tubes. They introduced this new product into the retail market to rave reviews. The consumer acceptance has been very positive, and the shelf image of the product has been enhanced.



mjspackaging.com

📍 35601 Veronica St., Livonia, MI 48150

☎ 800.915.2262 ✉ sales@mjspackaging.com

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