



 TUBES

WINES & SPIRITS BY THE GLASS  
2019



# ABOUT TUBES



TUBES samples and distributes wines, by the glass.

Packed in innovative Glass and 100% recycled RPET Tubes as a single serve format (100ML, 50ML or 35 ML)

Modern, fully certified production facility (IFS, SKAL HACCP)

Fully customizable with regards to Beverage and Branding

All within a unique and premium design based on commercial advantages

for the Wine Industry

# CONCEPT & TECHNOLOGY



Crimped aluminium screw cap for a perfect seal.

Filling process in inert atmosphere

100% customizable printing design

Transparant, 100% recycled RPET for safety and durability

Space-saving, weight-reducing & unbreakable

100, 50 and 35 ML volume, size 200x29mm, perfect volume for tasting

Preservation of organoleptic qualities guaranteed for 12 months

Premium design with perfectly flat bottle base

# DIRECT TASTING



The most innovative wine tasting method which develops tastings as a marketing tool for the wine industry. Promote, upsell your portfolio and to optimize the customer experience.

In addition, sampling your wine in TUBES can help reduce waste and be more cost-efficient! One bottle of wine contains over seven TUBES of 100ML, which means that seven of your clients could be served out of one bottle of wine. This helps to:

- Reduce waste
- Reduce promotional costs
- Reduce Distribution costs
- Improve Branding which leads to Customer Loyalty
- Improve the positioning of the winery
- Improve Marketing spend per tasting
- Increase in extra revenue through selling TUBES as a gift
- Increase Brand Awareness

# SAMPLING THE WINES

## The order process

1. First contact(email, phone)
2. Development of the product document(wine, artwork, volume)
3. Delivering the wine in the Netherlands
4. Customizing the artwork on our TUBES
5. Bottling the TUBES
6. Sending out the bottled TUBES(Ex works)
7. Experience how TUBES contributes to your core business

# TUBES PRODUCTION PROCESS

## Preparation

Product to be bottled will be prepared for bottling according to industry and / or customer standards.

## Filling

Tubes are filled in an inert gas controlled environment and according to HACCP and IFS standards.

## Capping

Tubes are capped while the headspace is controlled by inert gas to keep the product in the best possible condition.

## Packaging

Finished products are packed in various ways. From bulk packaging per 100 tubes to high quality single, triple or 6-packs. A "hands-off" approach is offered to provide a consumer-ready product.

## Tube production

The tubes are prepared with a special designed printed label.  
Available tubes: 35, 50 or 100 mL Recycled PET or PET  
100 mL Clear glass

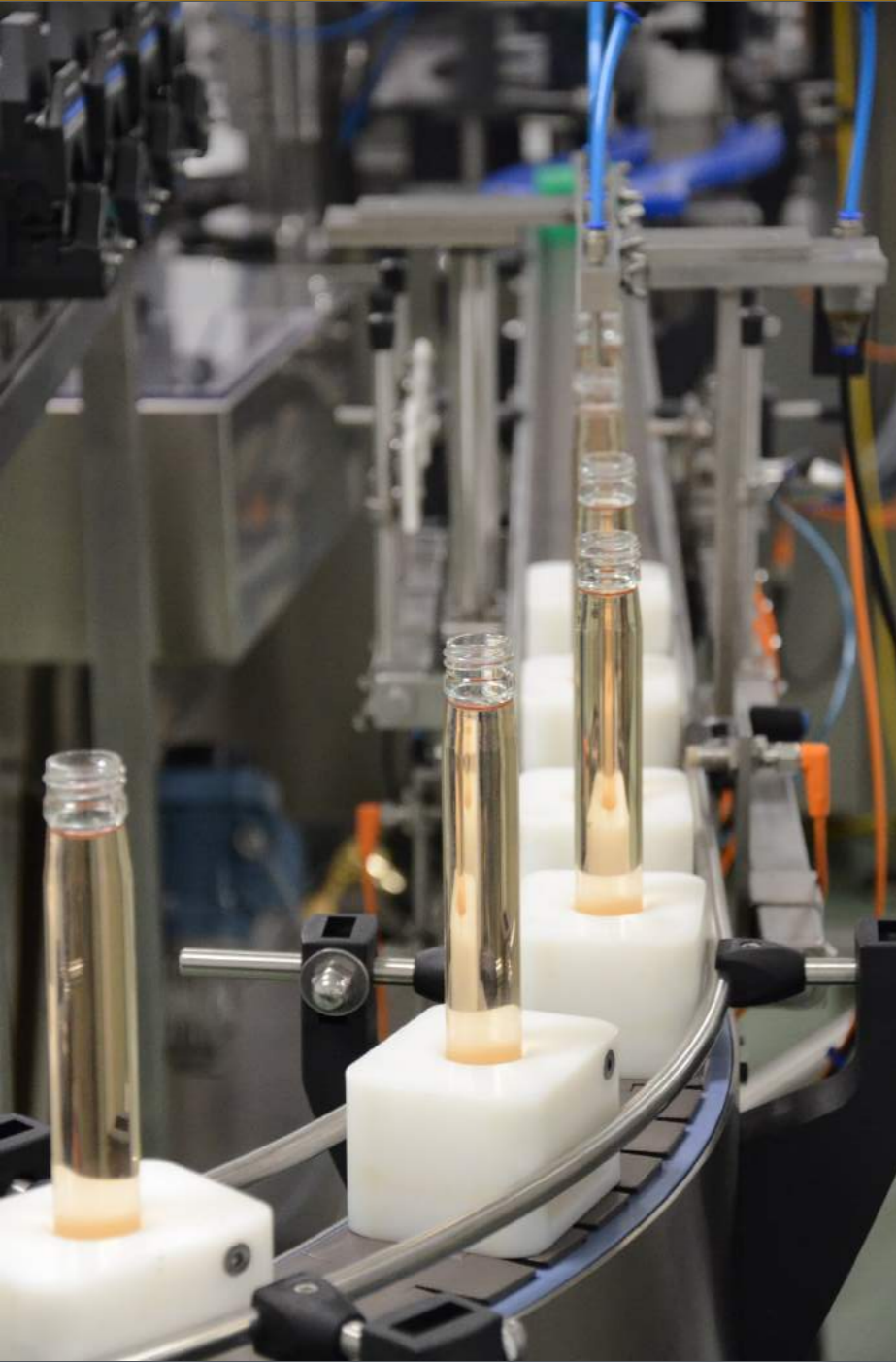
## Cap production

Aluminium ROPP Saranex lined caps can be produced in almost any RAL colour\*. By default tubes are closed with a premium matte black cap.  
(\*MOQ 300.000 pcs)

## Personalized packaging

There is wide range of possibilities to pack tubes in elegant personalized packaging with sleeves, inlays and leaflets.

# SUMMARY



## **Proposition**

Sampling service for professional clients to market their new portfolio to clients with customized frequency (Monthly, quarterly or annual). Provide your professional or consumer clients with a branded box containing 3 to 6 single-serve products for direct sampling of your portfolio and marketing communication. Benefit in space, weight, and waste savings on distribution and marketing



TUBES Production Company BV  
Franciscusweg 14  
1216 SK Hilversum (NL)

GET IN TOUCH - STAY TUBED  
TUBES HQ - 00 31 35 303 4994  
info@tubes.nl | www.tubes.nl