

Case Study 3

Interproof

for Creatives and Marketing

The Tube



Your challenge:

Market research needs tube dummies. The tubes should retain their shape and attractive appearance even after being passed around from hand to hand.



Our solution:

We fill an original white blank tube from the production with a firm mass and shape it to a perfect tube. With our Metralor digital print the white tube takes on your brand identity.



The result:

A tube dummy that is virtually identical to the subsequent original – but more robust! These tube dummies will also remain unchanged after long test series. They guarantee reliable market research results.



DUMMY-SERVICE:

for

granola bars, bonbons, cookies, pasta, soups, yogurts, beer bottles, toothpaste tubes, household cleaners, cream jars, diapers, cigarettes, milk drinks, baby food, shampoos, hairspray cans, razors, sausages and cold cuts, cheese, chocolate bunnies, chocolate Santa Clauses, liqueurs, cat food, detergents, margarine, beer glasses, medications

and last but not least ...
your product.

Contact us for information without obligation. We're happy to assist you, also for last-minute deadlines.

Your Interproof Team
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