

Luxe Pack Monaco

Unpacking innovation

BW Confidential reports on what was seen and heard at packaging show Luxe Pack Monaco, which took place from September 21-23



The market's difficulties were a key refrain at this year's edition of Luxe Pack Monaco. Exhibitors commented that the market was flat at best, impacted by recent political events, increased competition and a shortage of key launches. Niche however, was identified as an area of future growth.

There were a range of interesting innovations on show, including a UV sensor ink from HCP Packaging geared towards brands promoting SPF. The ink reacts to UV light, prompting users to reapply. Other trends at the show included environmentally friendly packaging, travel-size versions, colored digital printing, wooden caps, crackle finishes and paper caps. In glass, there was a focus on decoration techniques, with new ways to incorporate fine lines or waves of color, and metalized finishes, while sober, pared-down forms and apothecary-style bottles were also much in evidence.

This edition of Luxe Pack saw the introduction of C2L (Connect to Luxury), which aims to help companies with digital and facilitate contact between technology companies and packaging companies, according to Luxe Pack Monaco show general director Nathalie Grosdidier. "It was important to make this connection between the world of companies with digital and high-technology know-how and packaging manufacturers," Grosdidier told *BW Confidential*. The C2L space hosted 20 companies focusing on digital. The organizers aim to expand C2L to Luxe Pack's New York and Shanghai editions.

In terms of show numbers, some 470 exhibitors attended (+4.4% on 2015), around half of whom were from outside France (3% were from Asia). Despite organizers commenting that recent terrorist attacks had no impact on attendance, many exhibitors said that they saw fewer visitors than usual. Visitor numbers stood at 8,645, flat compared with last year's edition, according to organizers.

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Took place: September 21-23, Monaco, France

Exhibitors: 470, +4.4% vs 2015

New exhibitors: 70

Visitors: 8,645, stable vs 2015

Seen in show

French group **Albéa** put the focus on digital at its booth. It showed the Albéa Virtual Makeup App, a tool for its sales teams created in collaboration with YouCam Makeup founder Perfect Corp. With the app, users can view Albéa's make-up packaging offering and virtually try on the products. The group also introduced its Albéa Mix & Match digital platform, which allows clients to design custom-made packaging solutions from Albéa's standard offer, and personalize them with their own artwork. The platform has initially launched for Albéa's Europe tube activity, and will expand to include its North America tubes offer and dispensing systems in the coming months.

The brand's new products included its Magic Lash mascara brush series (pictured), which claims to suit all lashes, especially those that are short ■■■



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■■■ and thin. The line comprises the Astonishing Brush, which has multiple waves of bristles and claims to create volume, and the Mini Cashmere Brush, which is said to be extremely soft for a comfortable application.

Germany-based **Geka** presented its Blaze of Glory collection. This includes mascara brushes Curlqueen (pictured), which features wedge-shaped fiber tips and claims to minimize clumps, and Softsecret, which combines a hard brush core (designed to lift and separate), with soft bristles (intended to reach fine lashes). Also included are the Beautystylist lipgloss applicator, featuring a soft wiper lip that claims to adjust to the shape of the applicator, and the Precisionliner eyeliner, said to provide a precise application due to its 19 micro bristles that do not spread. These four products are packed in a rose gold bag by Geka Accessories, which also contains nail stickers and nail pearls.



Exhibiting under its new name, glassmaker **Verescence** (formerly SGD Perfumery) showed innovations including Bowie, its new androgynous bottle range said to be ideal for niche brands. Featuring a thick glass base, the Bowie range will be on the market from early 2017.



US-based **WestRock** previewed two new fragrance sprays. Melodie Touch is designed to provide a discreet and targeted dose for on-the-go applications and claims to be ideal for concentrated perfume formulas, which the company says is a growing trend among prestige brands. Melodie Mystery aims to combine a prolonged, fine spray with a focused application. WestRock also presented its skincare dispenser, Aria Luxe, which has a finger groove designed to increase comfort and control, as well as a locking feature. These three products will launch by the end of the year.



Texen presented its travel-size Mini Airless containers, which can be customized with tips such as stainless steel balls, and are meant for gifts, sampling or on-the-go use. The company also announced that it will present innovations designed to respond to specific consumer needs and desired application methods in the make-up, perfume and skincare categories in 2017.



Groupe Pochet showcased Epure, a new light glass jar for skincare by Pochet du Courval. Featuring a simple, sober finish, the light glass is part of an initiative to reduce the impact on the environment. The group also showed One Touch, which can be opened with one hand thanks to its on/off click function by the group's Qualipac division.



This year the **Aptar Beauty + Home** stand featured an Oil Workshop, dedicated to its new oil applicator innovations. These included the press-to-dispense facial oil applicator Serumony Oil Edition and a new pump for all-over dry oils called Oilmist, which claims to enable a long, continuous mist-like spray. The group also previewed, a new version of its existing Note perfume for oils, suitable for perfume oils. This was presented in partnership with Firmenich for the formulation, and Verreries Brosse for the glass, and claims to dispense a measured dose resembling a drop of perfume. ■

