

INSPIRING



LAUNCHES

Events | Luxe Pack Monaco was the setting for numerous sophisticated launches appealing to all five senses, as this review shows.



Quadpack's Coastline trend embodies sand and sea elements

From the numerous product launches to be seen and felt, many showed new solutions for colour cosmetics.

Creative approaches for make-up

Hourglass chose **HCT** for its **Curator Collection**: a mascara and primer bottle with a special applicator

wand. The high-end product features two parts – a glass mascara or primer bottle and an applicator with a Zamac handle and a stainless steel stem PVD-plated in gold. Each part is sold separately; the lash instrument is a one-time purchase that can be used with both the **Realist** mascara and **Ascent** primer refills. The weighty feeling of the overall prod-

photos: Cosmogen, Geika, HCT, Heinz Glas, Neopac, Quadpack, Tesem (leadphoto)

uct not only makes the product look luxurious but feel luxurious as well.

www.hourglasscosmetics.com

Geka presented its new collection **Blaze of Glory**, dedicated to one of the trends for Autumn/Winter 2017/18. The brand-new curved brush **CurlQueen** gives lashes swing and volume. Due to the EOS 2K fibre with its stiffer core and softer exterior, surface clumps have no chance. The cigar-shaped packaging has an overall sleeve decoration with a gradual metallic effect. **SoftSecret**, a moulded brush, is produced using the patented Sandwich process: two different plastic materials create a stable core with extremely soft bristles. Thanks to the harder, colourful brush core, the lashes are precisely lifted and separated, while the transparent, very soft bristles reach the finest lashes. Bristles at the tip of the brush even reach the tiniest hairs in the corner of the eyes as well as the bottom lashes. The applicator **BeautyStylist** allows users to create thin and thick lines thanks to its special design. It is hidden within the squared heavy-wall packaging **AmazingRuby** which features the company's patented click-close system. The slight radius at the edges of this pack improves hot foil decoration and allows to print a cheater band, although this would not be necessary due to its high neck and inside headspace. The new eyeliner **PrecisionLiner** consists of 19 delicate micro-bristles which do not spread. Longer bristles in the middle and shorter ones on the outside conjure up precise lines.

www.geka-world.com

Cosmogen's Shake'n Powder was chosen by **Clarins** for its **Skin Illusion Foundation Powder Free**. Cosmogen specifically developed a cap and a single brush: an applicator brush with extremely soft fibres for a gentle application. Retractable and compact, it fits easily in the cap thanks to a magnetised technical feature.

www.cosmogen.fr

Quadpack's aqueous and pearlescent, smooth and rough **Coastline** trend embodies sand and sea ele-

ments, with a palette of sea grey-blue, watery silver and natural sand tones. The **Havana** trend is sultry, heavy, heirloom-inspired, and influenced by the architecture of the tropics. **Soul Power** pays attention to the senses, using natural ingredients for the mind and soul. **By Contrast** experiments with colours and textures.

www.quadpack.com

HTC has taken note of the beauty benefits of magnetic therapy and hence produced **Magnetic Therapy**, a filament brush that harnesses the beneficial powers of magnetic fields. The theory is that hemoglobin in the blood contains iron, so a magnetic field will attract that iron and draw it to the skin. The increased blood flow brings more nutrients and oxygen to the skin, decreases inflammation and removes cellular debris so that skin repair can take place more rapidly.

www.htcpackaging.com

With its flexible and generous shape, a new **Topline silicone applicator** allows the consumer to use the same application methods as her beautician in the comfort of her own home: the formula is applied homogeneously to specific areas of the face without using the fingers. This tool is easy to clean and dries quickly, making it ideal for using several different products within a single pampering session.

www.groupetexen.fr

Enhanced perfume packaging

Pochet du Courval's fragrance bottle **Bad** for **Diesel** features fine engraving and details on the glass surface, resulting from a specific process of mould treatment. The matt black metallisation finish from **Solev** reinforces the visual illusion of leather. The precise laser cutting contributes to magnifying the name and lighting up the whole bottle.

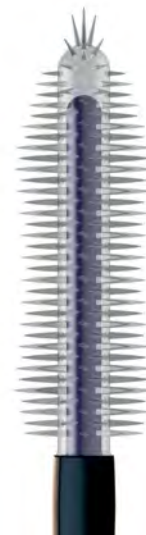
Pochet du Courval lacquered the curves of **Carolina Herrera's Good Girl Fragrance** in a midnight blue colour. The bottles were then silk-screen-printed and hot-stamped in gold. The multi-material spray cap of the 80ml bottle developed by



Cosmogen: Due to a magnetised feature, the retractable applicator fits easily in the cap



HCT: Mascara in a glass bottle with a separate application wand



Geka: The harder, colourful brush core separates the lashes, while the transparent soft bristles reach the finest lashes



Heinz Glas: The bottle's opening can be filled with the cap

PACKAGING



Neopac: Tube caps with customised branding

Qualipac results from a complex, high-speed three-piece assembly process which perfectly fits the bottle's shoulders. Specific tests have been performed to ensure it functions properly. The gluing of the heel gives the final touch to this packaging solution, whose technical challenge resides not only in the conception and execution of the different components, but also in their optimal adjustment.

www.groupe-pochet.fr

Tesem developed, manufactured and assembled the spray cap on the 50ml version of the classic Stiletto bottle for **Good Girl**, the new feminine fragrance from **Carolina Herrera**. The spray cap is made up of six components. The outside consists of two injected plastic parts in black with a glossy varnish. The inside part, also in plastic, has technical features for the spray cap mechanism. The assembly is mechanically mounted on the elegant chrome-plated Zamak heel.

www.tesem.com

Managed by Nithya Ram, head of Production at **Comme des Garçons Parfums**, designed by **Fabien Baron**, creative director, and team at **Grace Coddington**, the original curved bottle is inspired by Grace Coddington's sketches and is a nod to the British designer's passion for felines. This is evident by the two small pointed ears on the perfume cap. The perfume cap consists of an electro-plated ABS thermoplastic insert encapsulated in **DuPont's Surlyn PC-2200**.

This new grade was launched in 2015. It has Surlyn's crystalline transparency, high gloss, chemical resistance, resistance against scratches and abrasion and is soft-touch. In addition, it offers greater design freedom by limiting technical hurdles. Due to the fluidity of the material, the part has no marks or joint lines and the injection point is concealed.

www.dupont.com

In order to show the pureness of glass in a bottle, **Heinz Glas** presented a concept showing a bottle with different glass weights creating a

high quality look. Their concept **A bottle with perspective** features a glass bottle with an opening which can be filled with a cap made from **Surlyn**. The hole can be created in different sizes, just as the cap to fill the hole can come in different designs.

The company's **GlasMeisterWerke** is a newly-developed collection of the top 13 standard bottles, including practical closure solutions and innovative finishing ideas. Prospective customers are primarily smaller customers with smaller purchase quantities that are very fashion- and trend-oriented.

www.heinz-glas.com

WestRock's Melodie Touch is a new fragrance delivery system with a small, refined spray, created in order to provide a discreet and directly-targeted dose for touching up in public spaces. It is also well-suited for concentrated perfume formulas, an emerging trend among prestige brands. **Melodie Mystery** is the seventh sprayer in the **Emotions of Spray** collection. It maintains the magical aura of the fragrance via a prolonged, sensual and fine spray yet maintains a focused and targeted application.

www.westrock.com

More sophistication for skin care

HCT's Gel Tip applicators have a very soft "skin" that applies a smooth, even layer of product every time. The applicator offers an application process so natural, it feels as if users are applying the product with their own finger. Competing materials such as silicon and TPE cannot achieve this extremely soft texture because the softer these materials are made, the more slick and sticky they become.

www.hctpackaging.com

Hoffmann Neopac launched the tube closures **Tin Caps** to create customised branding on the closure, too – with 6-colour offset printing, an opaque or metallic finish (varnished), different varnishes and embossing/debossing.

www.neopac.com



Applicator that feels like applying the product with a finger



DuPont: Perfume cap with two pointed ears made of Surlyn



52% of visitorship was international

LUXE PACK MONACO AT A GLANCE

The 29th edition of the packaging trade show with its 470 exhibitors (70 first-time exhibitors) attracted 8,645 visitors. 52% of visitorship was international. New was the **C2L** area, devoted to the digital transformation of luxury companies. It featured among others new traceability and authentication systems, connected POS, new connected and customisable packaging, new experiential services and smart materials. With over 1,500 people from 54 countries, the 3rd edition of **Luxe Formulation** had record visitorship. The **Luxe Pack in Green Awards**, awarded this year by Albert II, Prince of Monaco, went to **Bormioli Luigi** for their **Ecojar** in the packaging solutions category and **Albea** received a prize in the responsible approach category.

Next year's 30th Luxe Pack Monaco will take place from October 2-4, 2017

COSSMA TEAM AT LUXE PACK



Claudia Tillmanns (right) shares the DuPont's developments with Angelika Meiss (middle) and Dorothea Michaelis (left) from COSSMA

Julia Kiener (left) explained Ge-ka's Blaze of Glory kit to Angelika Meiss (middle) and Dorothea Michaelis



Dorothea Michaelis, Angelika Meiss, both from COSSMA, Anne Echard, and Sandy Gregory, both from Westrock (from left to right)



Florie Schwaller from Albéa with Dorothea Michaelis (left) and Angelika Meiss (right) from COSSMA

Press conference snapshot: Dorothea Michaelis (left) and Angelika Meiss (2nd from right) with Arvin Sundblad and Staffan Sjöberg (right) from Iggesund



Carletta Heinz, Managing Director of Heinz Glas, with Dorothea Michaelis (left) and Angelika Meiss (right)



photos: COSSMA, Angelika Meiss