

**L**uxe Pack Monaco is always fertile ground for beauty packaging trends, being a major launchpad for new-to-market innovations and even previews.

The 2018 edition of the Idice and Groupe Infopro Digital-organised event, which returned to its usual home at the Grimaldi Forum from 1-3 October, didn't disappoint on this front. In fact, for an event long-fêted for its focus on packaging sustainability (via the long-running Luxe Pack *in green* sessions and awards), this year's show was notable for a revved-up focus from exhibitors on green packaging commitments.

SPC spoke with exhibiting companies to discover what 'newness' they were offering their customers – and more often than not these had an eco-friendly angle.

## GO GREENER

This year's Luxe Pack *in green* awards were scooped by Qualipac (Groupe Pochet) for Packaging Solutions and Verescence in the Sustainable Business Approaches category.

Verescence won for its 'glass made to last' policy, encompassing 'people first', 'act for society' and 'eco solutions' pledges; for example, in 2017, 10% of the glassmaker's profits went back into improving working conditions, while CO<sub>2</sub> emissions dropped 5,800 tonnes and water usage was reduced by 29,000m<sup>3</sup>. Last year also saw the company launch Life Cycle Assessment Software to better measure its environmental impact in future.

Qualipac's winning L'Essentiel, meanwhile, is a quad compact that embraces the minimalist packaging concept. It's made from a single plastic material, with recycled plastic option, and the mirror is clipped-in and removable, meaning the pack is easily recyclable and lightweight, while also being sturdy.

It comes with an accompanying 'paletbox', letting the hypothetical user refill the lightweight compact with new shades of eyeshadow, lipstick, etc, tapping into the twin trends of on-the-go and personalised.

Qualipac wasn't the only supplier promoting an eco compact. Green Space was a zone in the Pop-Up Store concept on Albéa's booth (alongside Pack + Formulas, Makeup: Eyes & Lips, Skin Care, Fragrance and Fast Track) and standout products here were My Style Bag (pictured, right) and My Little Case: two palettes made from one lightweight material (in this case PP) in a single piece, making them very easy to recycle. They also use 30% less plastic than conventional palettes.

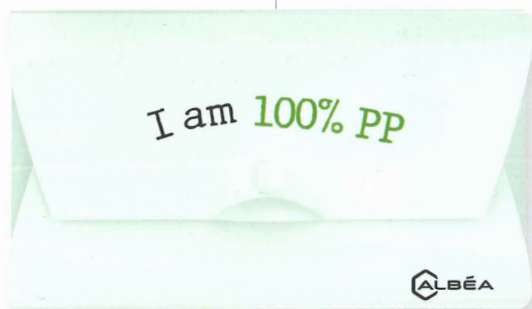
**MTM – Make Them Melt was the winning design in Dow's Be Surlyn And Design competition**



## Green gets new vigour

There were several standout trends covered by exhibitor launches at Luxe Pack Monaco 2018 (1-3 October). But none made more impact than a renewed push for sustainable packaging solutions, as **Julia Wray** discovered

LUXE PACK  
MONACO



My Style Bag can accommodate pressed and poured formulas, as well as make-up accessories, noted Albéa.

Another eco-pack from Albéa introduced at Luxe Pack included a tube and cap combo developed using the company's Thin-Wall PE skirt (with a reduced thickness of 350µm from 500µm) and a PP Slim Cap to create what Albéa calls 'the lightest tube on the market'.

"All in all, we have a 33% reduction in weight and the carbon footprint is 36% less," explained Caroline Hughes, Project Manager – Tubes Europe at Albéa.

Hughes also drew attention to the company's PCR material tubes using PE from milk jugs



and, for those clients desiring a shade of white unachievable in PCR plastic, bio-based PE tubes from sugar cane; here, “for a Ø50mm, 250ml tube, the carbon footprint reduction is at least 70%”, Hughes added.

Sugar cane bagasse continues to gain ground as a sustainable material, being an easily available by-product of the mighty sugar industry.

Golden Arrow, a first time exhibitor at Luxe Pack Monaco and the recipient of this year’s Luxe Pack New York *in green* award, combines sugar cane bagasse, which has short fibres, with locally-grown long-fibre bamboo (which grows seven times faster than wood) to create a sturdy, ultra-sustainable alternative to wood and plastic.

The material, which is produced in a 0% emissions factory, is marketed as an ideal option for those brands wanting to move away from plastic insert trays, but also lends itself well to decorative options; on its stand was Golden Arrow’s award-winning box, featuring digitally printed graphics in environmentally-friendly soy ink for a truly sustainable package.

## NATURAL MATERIALS

The public’s desire to feel they’re doing good via the products they consume (or at the very least doing no harm), combined with a move away from traditional disposable plastics, is also informing demand for natural packaging materials.

Spanish company Quadpack showcased packaging under three trends concepts: Oriental Craft, inspired by Japanese art and rituals; Conscious Self, out-of-the-ordinary ‘vocal’ packaging for the younger generation; and Elemental Elixir, marrying natural materials and technological processes.

Commenting on these trends, Annalisa Galletti, Key Account Manager at Quadpack, told **SPC** that products under Elemental Elixir, which combined wood, marble, leather and glass in pure, straight forms,

moved the concept of wood away from the strictly ‘natural’ and ‘masculine’.

“We try to enrich this material, which can be really feminine,” she explained.

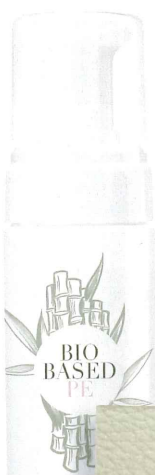
In a similar vein, Quadpack exhibited the Elemental Collection of premium caps – including cork, marble, real leather, ceramic, wood, concrete and polyester resin – to demonstrate its



LUXE PACK  
MONACO

**Sugar cane bagasse continues to gain ground as a sustainable material, being an easily available by-product**

**Albéa showcased lightweight and bio-based options, while Favini met the natural materials trend from all angles via its leather-effect paper**



capabilities to niche and luxury fragrance manufacturers.

Meanwhile, its You Wood range features wood caps and components for products as diverse as foundations and pressed powders, via eyeliner.

“We have wood with glass and PE materials, and the same bottle with three different pumps – normal (lotion), dropper and flock for foundation,” Galletti told **SPC**.

The inner parts for many of the packs are made from recyclable PP, but Galletti said Quadpack is also investigating new eco plastics.

Leather is likewise having a moment; as well as Quadpack’s option for real leather caps, Luxe Pack Monaco also saw paper specialist Favini launch an extended range of its The Tube graphic speciality papers. The original The Tube papers came in Black Max with an eye-catching matte surface. New in Monaco last month were two additional colour options, while new spin-off collection The Tube Hide uses mechanical embossing to evoke the look and feel of matte leather.

“We improved the surface treatment [of The Tube] so that it’s more resistant to scratching and prints, and we have also added Dust and Toffee colours,” said Michele Posocco, Brand Manager, Favini.

“We have also worked on the texture – giving a leather effect to the paper – because we think the soft touch evokes both skin and leather.”

Calling to mind marble, meanwhile, is a new resin technique based on Surlyn, which was exhibited under Dow for the first time, following the company’s purchase of DuPont in 2017.

Dow showcased this and other techniques (including metallisation, masterbatch colour and digital printing) via the winning cap from its Be Surlyn And Design competition, in partnership with the HEAD-Geneva School of Art.



# event report luxe pack

It created a mould of student Martin Guillet's winning MTM – Make Them Melt design and manufactured the same cap in a range of decoration techniques to show the versatility (and flanker potential) of the Surlyn raw material.

To achieve the marbled effect, Dow mixed a polyamide with a different melting point with Surlyn.

“As they set, because they set at different temperatures, you get a veiny structure,” explained Roderik Wijkstra, Business Communications Manager EMEA at Dow Packaging & Speciality Plastics. “The best part is, because you cannot regulate the cooling, each one is unique.”

## REFINED ERGONOMICS

In the world of beauty packaging, the smallest, well-thought-out design refinements can result in an even better consumer experience and each year at Luxe Pack Monaco there are numerous examples of this.

Silgan Dispensing, for instance, has previewed an adapted version of its Mark VII pump developed to ease the frustrations of sun care application; Mark VII Max Style features a larger finger landing to enable the user to orientate the product more easily and two ribs on the actuator to reinforce grip.

With 21 orifice cups, a variety of spray patterns and angles to ensure full body coverage (and better protection) is assured.

Germany's Geka frequently launches trend-led collections to coincide with packaging trade events and for Luxe Pack Monaco it released a helloGLAMOUR collection, comprising a liquid highlighter using its lipMAGNIFIER applicator for precise and defined application; precisionLINER, which uses a micro-bristle applicator for definition; simplySPARKLE, a glitter lash top coat with a brush that facilitates a fanned out look; and lipARTIST for even application of lip gloss.

The jewel in the crown of Geka's helloGLAMOUR collection, however, is absolutelyGLITTER, a mascara whose brush is made from a brand new fibre: EOSbombyx2K.



LUXE PACK  
MONACO

**Silgan Dispensing developed the Mark VII Max Style pump to suit the needs of the sun care industry, while Geka introduced the helloGLAMOUR collection and a new mascara brush fibre: EOSbombyx2K**

“The real star is the new brush,” explains Stefanie Gunz, Deputy Head of Marketing at Geka. “It is made of a brand new fibre, created in-house.

“Every fibre consists of two materials, a harder core inside to provide the stability needed to lift and separate the lashes, surrounded by a softer outer shell, which gives you a smooth feeling.

“The surface of the fibre is uneven; it has big notches, which means every single fibre can upload a lot of product onto the brush to transfer it to your lashes.”

absolutelyGLITTER features a metal pack decorated using soft touch lacquering and features two weights in the cap to further emphasise the impression of luxury.

## ACCELERATED BEAUTY

Speed-to-market is now more crucial than ever – and Albéa promises to better facilitate this via its Fast-Track Tubes concept.

Inspired by the rising numbers of niche and digitally native brands, Albéa promises to deliver its white stock plastic tubes, digitally printed with a design of the client's choice, across Europe in a time frame of four weeks max – a huge cut-down from standard times of around eight to 12 weeks.

Its Fast-Track Tubes also come in smaller minimum order quantities (from 1,000), making the process more convenient for smaller companies, start-ups and short runs.

There were many, many other launches at Luxe Pack Monaco, so keep checking SPC's packaging pages for the latest industry trends ●

