

HIGHLIGHTS 2017



Product development | Be inspired by 2017 key developments: CFF's Sensocel as a natural alternative to silicones, Colordruck's option for personalised packaging, Dieter Bakic's extended Aqua range, Bio Pet Films for packaging and printing from Folienwerk Wolfen, RPC's Ecosolution airless pump, Virospace's dropper with a magnetic closure system and the award-winning Zanders' Zanpack touch perfume packaging sample.



Skin feel and texture of an emulsion or opaque gel are considerably improved by low dosages of SENSOCEL® bc 20 bamboo powder. SENSOCEL® bc 20 creates a silicone touch on a natural basis.



photo: CFF GmbH & Co. KG

BAMBOO: SENSOCEL® bc 20

Natural solution for an ultra soft skin feel and the ultimate silicone touch

Natural cosmetics are still gaining high importance. Globally formulators are seeking for natural alternatives to synthetic ingredients. However it is desired that natural ingredients convince by the same or very similar properties and functionalities. The replacement of silicones is only one of the many challenges formulators are facing. One natural ingredient that can compete with such challenges is SENSOCEL® bc 20 from CFF.

Silicones provide an ultra soft, smooth touch and prevent from stickiness, greasiness or oiliness. However, while the film-building characteristics of silicones keep the skin from breathing SENSOCEL® bc 20 creates a highly smooth and soft sensory effect on a natural basis.

SENSOCEL® bc 20 is a 100% plant based powder from bamboo cellulose and has multiple positive influence on the skin feel and texture of skin care products. Rich W/O emulsions often appear with an undesired stickiness, oiliness and slow skin absorption. The ultra fine bamboo powder SENSOCEL® bc 20 has an excellent capacity to absorb oil & water for a strong and quick matte effect. It considerably reduces the stickiness of emulsions. By using SENSOCEL® bc 20 a heavy W/O will be turned into a soft, non greasy and non tacky, ultra light emulsion that will be absorbed quickly. Depending on the desired texture and absorption the dosage of SENSOCEL® bc 20 varies between 0.5 und 2.5%. It improves the sensory effects of emulsions or gels and creates harmonic and homo-

geneous textures. The highly pure bamboo powder belongs to CFF's eco-friendly and bio-degradable range of SENSOCEL® powders, fibres & scrubs and is certified by COSMOS/ECOCERT.



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Visit the shop designyourpackaging and give your cosmetics packaging your individual design or use the design template – possible even in small batches of one single piece.

BEAUTY INSIDE AND OUTSIDE

designyourpackaging by colordruck Baidersbronn
– a shop for unique cosmetics packaging

With the innovative development of the **designyourpackaging** shop, the packaging service provider colordruck Baidersbronn has once again succeeded in setting new standards. **designyourpackaging** is a shop in which packaging can be individually designed and produced in batches of even one single item. With this concept, the traditional family-owned company once again underlines its position as one of Europe's technology leaders.

With modern technologies in the field of digital printing too, colordruck Baidersbronn provides flexible solutions for individual requirements. **designyourpackaging** has been on-

line since the end of October 2017 and is available to anyone who wants to achieve maximum uniqueness in their personal packaging. In the shop, packaging can be personalized by customers and printed in very small batches or as mass customisation. This is very attractive for the cosmetics industry in particular, because not only is it possible to create individual designs, but packaging can also be crafted to suit the respective product by means of fine art cutting and further finishing options. Customers can design their own packaging or use the design template of the female cosmetics line "Novela". In 2018, it will be possible to freely select the packaging size. Until then, the customer can choose from many

different sizes. **designyourpackaging** has created a shop that offers individual options for every requirement and in which each package can be given a character that reflects the uniqueness of the content.

designyourpackaging.de/kosmetik



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Our puristic Aqua range is now even more elegant, thanks to the use of glass and marble effects.



AQUA

Crystal-clear and high quality

Purism and clean chic – these attributes characterise our Aqua range. Based on its namesake, water, it stands for a clear and harmonious design. The range is now complemented by new materials and finishing options.

The new Aqua glass jars (15ml and 50ml) embrace this puristic look: large and solid at the base, they taper upwards, become narrower at the top, before the screw cap becomes wider again.

The glass material gives a high-quality appearance which can be further enhanced by the multiple decoration and finishing options. Delicate marble effects pre-empt the airy creaminess of the product and lend a premium touch, while the various

colour options for the glass body provide the freedom to perfectly adapt the Aqua jars to the brand and product values.

Also new in our Aqua range is the 100ml glass bottle. The bottle provides for a high-quality tactile experience, while boasting clarity and elegance. This is premium packaging at the highest level and of perfect quality!

The Aqua range includes a variety of products: plastic bottles from 75ml to 400ml, plastic and glass jars from 3ml to 200ml, 30ml and 100ml glass bottles, as well as the double-walled 30ml Airless!

The BakicGroup combines packaging and product design, as well as the

production of standard packaging and custom developments. Our multi-disciplinary team is specialised on assisting customers, from the initial brand concept to launch and packaging supply. Our standard packaging portfolio covers everything from Beauty to Colour packagings and provides for a great variety of sizes, materials and decoration options.

We are looking forward to your enquiry!

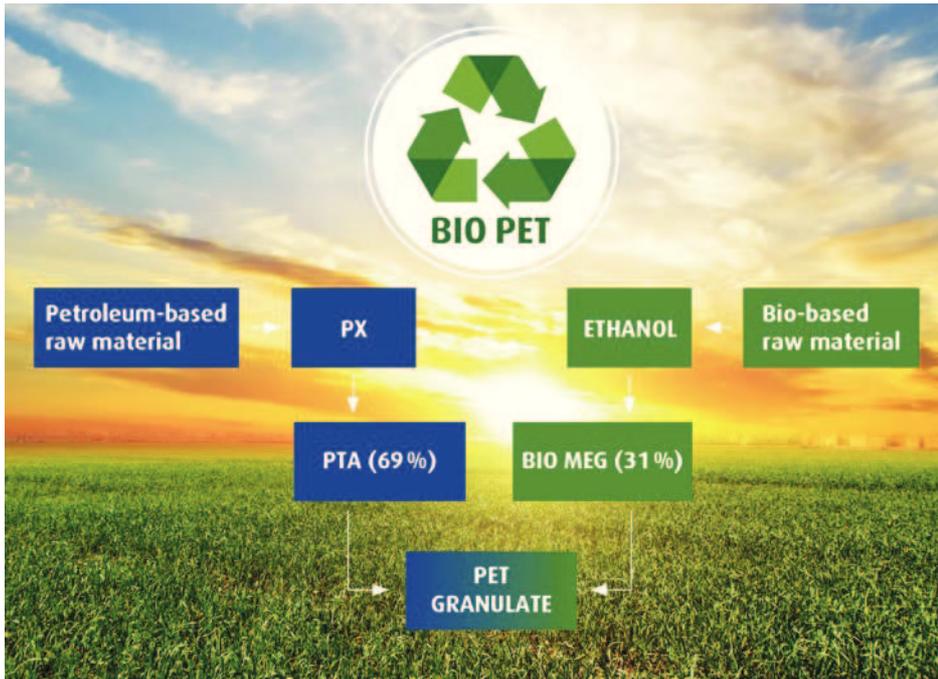
BAKIC  **.PACKAGING**

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BIO PET is comparable in characteristics with standard PET, with features such as high impact strength, medium barrier properties and easy recyclability.

BIO PET FILMS

Sustainable film solutions from Folienwerk Wolfen

Innovative? Traditional? Does that go together? Yes! Folienwerk Wolfen, as a traditional film manufacturer of innovative packaging films, has focussed on the customer-specific and sustainable production of PET films since 1991, coordinated to the characteristics and areas of use of the film. We are amongst the pioneers in the area of co-extruded, high-quality plastic films. Sustainability is a top priority in our company. For this reason, we are always searching for innovative raw materials. So, we are proud to be able to offer our customers BIO PET for the packaging and printing sector.

PET (Polyethylenterephthalate) is a thermoplastic plastic which is used in various markets. The many uses include for example transparent

packaging solutions, print applications, thermoforming, medical secondary packaging etc. PET consists of approx. 70% terephthalic acid and 30% monoethylenglycol (MEG). For the BIO PET, the MEG is extracted from renewable non-fossil raw materials. Ethanol from sugar cane is the basis for the "BIO MEG".

BIO PET is in no way inferior to standard plastics in terms of impact resistance, temperature resistance and problem-free processing.

Advantages

- 30% of the granulates consist of renewable raw materials, and so a better eco-balance is achieved
- Reduction in exposure to crude oil price volatility
- Solution approach for sustainability requirements of customers

- Price advantage compared to other sustainable solutions
- Possible reuse through recycling – according to the established processes like with standard plastics

Please don't hesitate to contact us and talk to us about your projects.



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In the age of Eco-responsibility, consumers want to change their practices. But where to start? Packaging also has a say in Health preservation and sustainability.



#GREENPOWER PACKAGING

Ecosolution™ pump – High innovation – High restitution – High Sustainability

Trends today are about to reduce preservatives as well as the packaging impact on the environment. In order to offer its customers and consumers a guarantee of safety and sustainability, RPC has developed an airless advanced system which combines an AirFree® bag-in-bottle container with the Ecosolution™ airless pump. It's a revolution in the packaging industry!

Hot features:

The EVOH barrier in the AirFree® bottle ensures an excellent impermeability to oxygen. Thus, the risks of oxidation or discoloration are considerably reduced, and evaporation of the active ingredients during the product life is greatly limited. This airless advanced system offers an optimised product restitution, even for very thick formulas.

A Sustainable DNA:

The Ecosolution™ airless pump consists of 4 plastic parts only, while a traditional pump has an average of 10. 100% plastic, 100% recyclable, it contains no metal parts or glass beads.

Ecosolution™ is ECOCERT and COSMOS compliant, thanks to its Eco-conception. This packaging is also certified by the COTREP as easily recyclable.

Need for more innovation?

RPC Bramlage offers Slidissime®, the elegant and protective airless jar: harmonious lines with a modern gesture for a WAOUH effect!

Slidissime® airless system is also available in an ECOCERT compliant version.

Consumer interest in naturalness and product safety increases the need to

raise the standards for formula development and packaging efficiency to the next level.

Packaging solutions as Ecosolution™ or Slidissime® clearly become for the Brands the guarantor of a coherence between their good practices and eco-responsible promises.



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photo: VIROSPACK SLU

The first dropper with a patented magnetic sealing system for skin care.
A new dropper concept for cosmetics developed entirely by Virospack's team that offers innovation, adaptation and personalization to brands.

SEALING WITH MAGNETISM

The original dropper with an innovative magnetic closure system and perfect sealing feel.

The first dropper with a patented sealing system with magnetic attraction. An innovative dropper fitted with an exclusive system of magnets that removes the need to twist the pack for opening and closing, therefore eliminating the need for a screw neck.

A new concept of packaging developed by Virospack – from a technical, marketing and functional point of view – that comprises two pieces, a dropper and a clip on bezel that fits all FEA15 vials on the market.

- Dropper: Composed in its visible part by a cap that can be painted or metallized, a pipette and a rubber bulb.
- Neck cover: It is a bevelled embellisher and in addition to its “shoulder-cover” function of the vial, it also acts as a wiper for the pipette. Both parts of the dropper feature a magnet with four poles that produce

an attraction to the other in order to achieve the closing of the dropper to the vial. A simple rotation is enough for the easily opening as the movement aligns the poles with the same magnetic charge and causes the dropper to separate from the vial with little effort.

Virospack’s magnetic dropper can be easily adapted to many vials of the market as FEA 15 is one of the most commonly used cosmetic or fragrance bottle necks.

The new dropper joins innovation and adaptation, and also customization. The two visible pieces can be decorated using different techniques in order to create a personalized magnetic dropper. Both parts, the aluminium cover and the plastic collar-drainer, can be metallized or colour injected answering to brands

desires. In addition to a wide range of decoration techniques, Virospack has developed two different cover models increasing the available options to its customers of the new magnetic dropper.

While magnetic attraction is a consolidated trend in cosmetics, Virospack is the first company to present its use for skincare packaging.



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The Zanpack touch packaging sample by Zanders is particularly characterised by the contrasting interplay of glossy and matt effects.



photo: Thomas Geisel for Zanders

AWARD-WINNING DESIGN

Zanpack touch perfume box acclaimed as one of the best packaging designs in the world

The Zanpack touch perfume packaging sample by Zanders has arrived on the world stage of creativity. An international jury of design experts from Lürzer's Archive, the renowned advertising industry magazine, selected the elegant folding box for its "200 Best – Packaging Design worldwide 2017/2018" awards. Zanpack touch will now feature in the third volume of the "200 Best" series book which is distributed worldwide.

Designed by Düsseldorf advertising agency zinnoberggruen, the Zanpack touch perfume packaging sample captivates with the contrasting interplay of glossy and matt effects. "The bold contrast between the gleaming colour

finishing of the hot foil and the naturally napped surface of Zanpack touch is an instant eye-catcher", says John Tucker, Sales Director at Zanders.

The elegant award-winning sample was crafted from packaging board-quality 340 gsm Zanpack touch augmented by transparent hot foil with a gleaming effect; a blind embossed logo and vibrant orange inner print. "Zanpack touch radiates high-purity whiteness; yields excellent stiffness and offers exceptional finishing options from punching and embossing to elaborate foil effects. These properties, essential for packaging luxurious cosmetic and beauty care products, help designers create the perfect

sensation of prestige at the point of sale", summarises Tucker.

Folding box manufacturers, branding companies and designers are all invited to request the award-winning packaging samples, free of charge, by contacting: zanpack@zanders.com.



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GO FUTURE: INNOVATIONS

Potential for
scalp care

SPOTLIGHT: GREEN PACKAGING

New concepts for
sustainable packaging

Dr Johannes Stellmann,
Wala Heilmittel

“LIKE A REBELLION”

VIP of the Month

HELGA HERTSIG-LAVOCAH

Hint Futurology
Creative Consultancy
Solutions to tackle
sleep deprivation



