



photo: Alcan

Glass bottle with fabric over-moulding

Fragrance in all-leather look

The sophisticated, complex design of the packaging for the limited edition men's fragrance "Lolita Lempicka Au Masculin" was produced by using fabric over-moulding for the first time at an **Alcan Packaging Beauty** site. The fabric selected is a thick, dark-green imitation leather which is cut out and placed in the mould so that it beds perfectly with the injected plastic parts. The front and rear half-shells, both in PP, are made from this model. After injection they emerge from the mould clad in a leather fabric that hugs the raised leaf patterns of the plastic parts. The "velvet gunmetal" finished PP top and bottom join the two half-shells together. Inside, a blow-moulded bottle containing the perfume is held in place by foam and capped with a pump and sheathed actuator that is also metallised in a velvet gunmetal finish. The challenge in making the part lies not only in selecting and cutting out the fabric, but also in fastening it inside the mould so that it adheres fully and perfectly to the plastic parts.



photo: RPC

The dispenser head looks somewhat like an hour glass

Product dispensing with added elegance

The latest development in the CD dispenser range from **RPC Bramlage** is the **CD Smart** in 15 and 30 ml sizes. The new dispenser, available in PS, PP or PET, has all the proven performance of the existing range, plus a particularly elegant visual appearance. The ultra-modern look is achieved by the combination of a slim cylindrical body and a dispensing head that looks rather like an hour glass. The dispenser and the cap can be customised to bring the product into line with a specific brand image.

Beautifully boxed

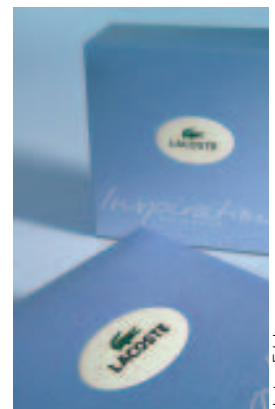
The new retail carton produced by **Edelmann** for **Lacoste's** new women's fragrance "Inspiration" not only has striking visual effects but also offers a tactile experience with its soft-touch surface finish. The overall effect is achieved by way of a series of print steps. The tactile finish is applied to **Iggesund's Invercote G** using the offset process and enhanced with **Merck's Iriodin**. The pearlescent shimmer is achieved using multiple gravure stages and special tools were produced for the filigree texture.

The retail carton for **Lanvin's** new women's fragrance "Rumeur", produced by Edelmann subsidiary **La Spic**, is discreetly printed on the front in white with what looks like newspaper text. The "newspaper" text almost disappears behind a mysterious veil produced by the interplay of the pink and the white, and the reverse embossing

The fascinating foil-clad carton for "Noa Perle", the new women's fragrance from **Cacharel** has a green and violet interplay of colours on the sides of the box producing an optical illusion that appears to project an iridescent pearl onto the carton. To achieve this vibrant pearlescent gloss **La Spic** applied, in perfect register, a hologram foil to the carton that mirrors in three dimensions the spherical shape of the flacon inside.



Imitation newspaper print in reverse embossing



Visual and tactile effects produce a light, sensuousness feel

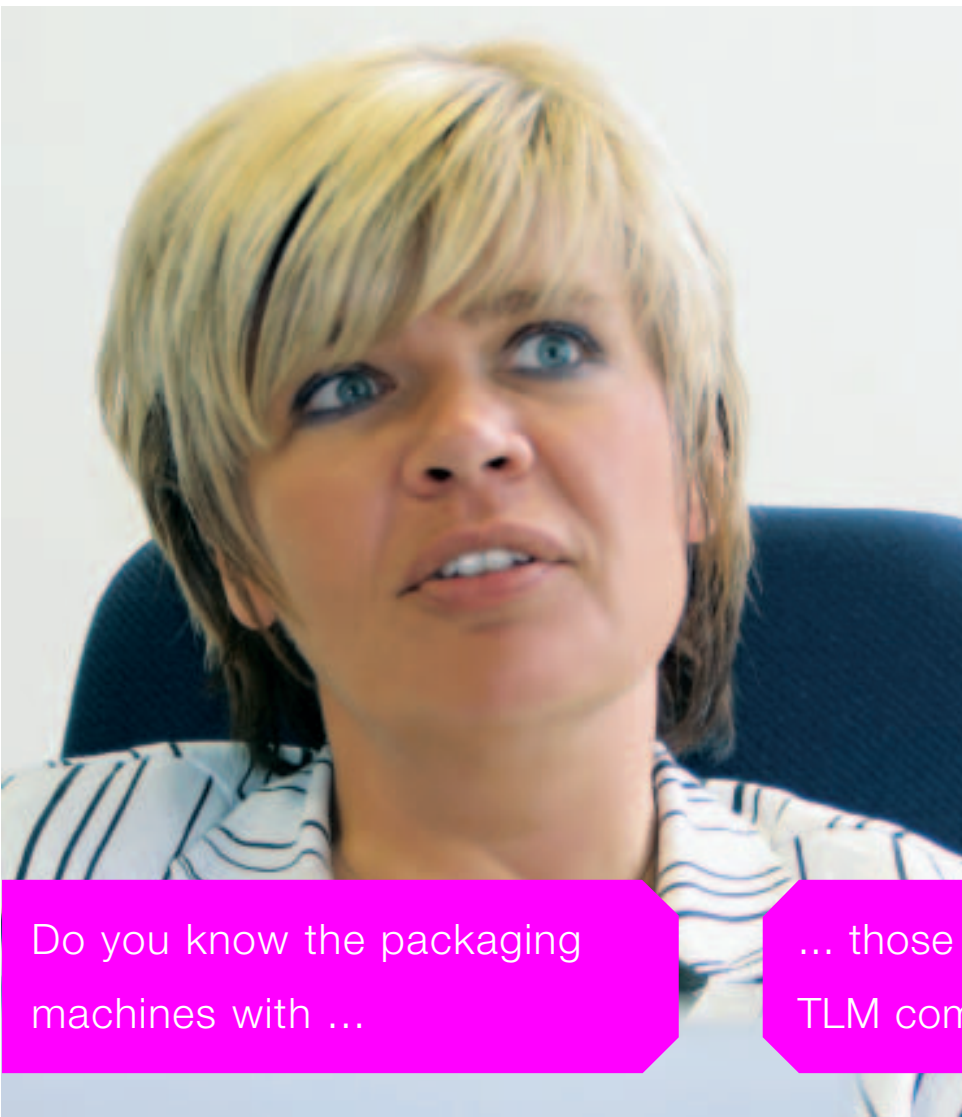
photos: Edelmann

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