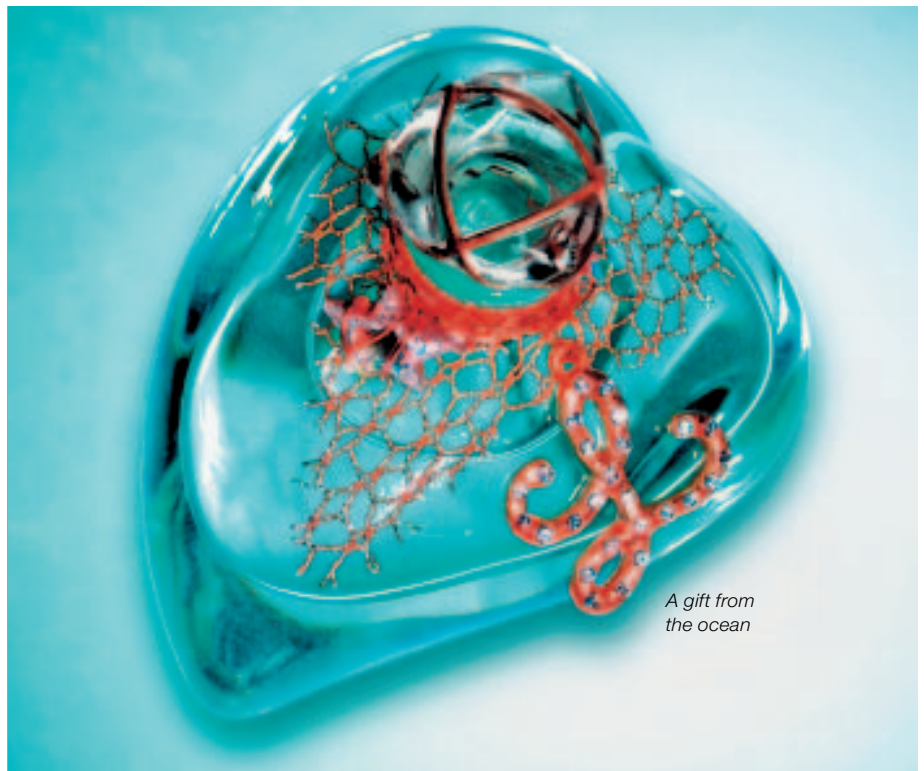


LuxePack

COSSMA has been on the trail of the most interesting highlights seen at LuxePack 2006, which took place in Monaco from October 24th to 27th 2006.



A gift from the ocean

photo: Sylvie de France

Lots to catch the eye

LuxePack survey results

The company Ediliance has carried out a survey of the luxury goods market on behalf of LuxePack. According to their findings the European luxury packaging market was worth 3.5 billion Euros in 2005. France plays a leading role here with a 23 percent market share. The cosmetics and perfume sectors account for 68 percent of the total market and so contribute 2.3 billion Euros to the total turnover.

With the aim of nurturing the packaging industry's vision and inspiring further innovation LuxePack commissioned a study entitled LuxePack Trends & Market Observer, from which certain key trends could be observed. According to this study, as an example, **materials** are becoming lighter. Flacons and packaging are an interplay of materials, colours and shapes. There is also a move to design packaging with **protection from counterfeiting** much more in mind. And **environmental considerations** are gaining in importance. With luxury goods the design details and a clear identification of the target consumer group with the aim of making an unmistakable impression are significant factors. The luxury goods sector is also seeking to engage more with **younger consumers**, for whom the senses play an important role in the buying decision. Packaging has to be an exciting surprise to revive the impulse to buy.

DuPont were showing printed containers for perfume atomisers, printed using the sublimation process, that prevent the actuator from being accidentally operated or the pack from being damaged in, for example, a handbag. The company had already developed a glass/plastic hybrid outer sheath using their impact resistant **Surlyn** material. This latest development now includes an interchangeable two-piece shell made from **Crastin** PBT or **Delrin** polyacetal which can be decorated with different patterns and colours using the sublimation printing process. The process uses a patented ink carrier that moulds itself to three-dimensional and other complex surfaces without folds or creases and so produces high precision print results. Sublimation inks penetrate up to a depth of 0.2 or 0.3 millimetres into the material, which means that the decoration is extremely resistant to scratches and abrasion. Using sublimation printing it is possible to decorate packaging with multicoloured images, photos or patterns.

The new **ModulArt** from **Pfeiffer** is a monobloc packaging concept that can be easily adapted to the client's wishes. It includes a pump, outer shell and actuator assembled from standard components whereby only the outer shell or housing has to be changed to achieve product differentiation and offer client-specific design solutions at a fraction of the usual development cost. The shape, decoration and colour of the shell can all be adapted as required.



Customised dispensing system

photo: Pfeiffer

Gerresheimer were showing **OpalNuance**. On the stand were prototype flacons and jars in softly tinted opal glass that called to mind ivory, or a tropical beach. The glass is available in high gloss or etched matt with a smooth or textured surface finish. Because it is based on natural raw materials the glass is just as opaque as if it were white, and so also offers a built-in light protection that makes many of the colour coating processes superfluous.

No product back-flow

Rexam launched **Prodigio**, an airless lotion dispenser whose closure device incorporates product hygiene based on the company's **CleanPoint** process. The airtight closure is activated by a small gate device, which, once the cream has moved through, slides shut to ensure the perfect closure of the exit

tip. The new dispenser means no more dried cream deposits and also eliminates the risk of clogging at the exit tip or around the chamber. The airtight closure makes it impossible for any product that might have been in contact with the air, light or skin to flow back into the dispenser, so keeping it free of any impairment. The patent-protected airless pump mechanism is fitted with wider internal channels for optimum fluid flow, allowing regular, smooth and easy product use without messy splashes or clogging. Because there is no contact between the lotion and any metal part or elastomer, the product promotes greater compatibility. It is also 100 percent recyclable.

T1 is **Rexam Airspray's** new foamer pump which is currently being used on the **Colgate Palmolive** foaming hand-wash for kids. The product, in a container decorated with penguins, is called "**Splish Splash Splosh**", and is scented with a berry cher-



Bottles and jars with an ivory glow



FASHION-SHOW

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LuxePack at a glance

With a total of **5,590 visitors** the 19th LuxePack, which took place from October 24th to 27th 2006 in Monaco, beat previous attendance figures by 20 percent. 63.8 percent of the visitors described themselves as company managing directors, purchasing or marketing managers. **56 different countries** were represented at the exhibition by exhibitors and visitors.

ry fragrance. It is to be launched initially in Italy, France, Germany and Holland.

Metal cap for tube-shaped flacons

A very appealing aluminium cap has been produced by **Seidel** for the new "Create" fragrance from **Puma**. The gleaming silver cap completes the contours of the glass flacon, which is shaped like a tube. It has a fluted edge and an embossed Puma logo.

The flacon, designed by **Sylvie de France** for the fragrance "L" by **Lolita Lempicka**, is intended to recall the Greek myth of the Sirens. The aquamarine-coloured container is shaped half like a heart and half like a pebble and is crowned by a crystal-clear cap draped with a network of golden threads.

Evolux is the name of the new, 100 percent metal pump produced by **Valois** for high-end facial care products such as moisturising lotions, anti-ageing products and liquid foundations. The elegant pump with its clean lines is available in two variants: the gleaming gold version, called Glossy Gold is mostly suitable for luxury products, and the Glossy Silver model is aimed at high-tech formulations. AM



photo: DuPont

Interchangeable two-piece housing enhanced with sublimation printing



photo: Rexam Airspray

Kids' hand-wash product



photo: Seidel

Aluminium cap for Puma fragrance in tube-shaped container



photo: Rexam

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