



Due to the laser cutting technique all kinds of fabric can be cut even cotton lace allowing perfect accuracy for cut-out motives

photo: Seiram



A comparatively inexpensive method of creating unusual, differentiating effects

photo: Geka



www.cossmma.com

Mega dispensers which have been finished with Louvrette's double wall or Seidel's anodized metal upgrade

photo: Megaplast

## LuxePack 2010

# Multifaceted spectacle of innovation



The seven make-up collections made from copolyester and designed by Marc Rosen feature the molding expertise of six global manufacturing companies

photo: Eastman

**New product and pump creations, interesting finishing innovations and new packaging materials dominated this LuxePack in Monaco in October. We have collected the most interesting examples for you here.**

signed by Rosen feature the molding expertise of six global manufacturing companies: **Alcan Packaging Beauty** of Brazil, **Plasmetik Precision Molding** of China, **Pieriplast** of Peru, **Axilone**, **Jackel Cosmetics**, and **Leidel** of the United States.

**Rexam** launched the lipstick **The Sliding Look** designed with a hidden mirror for precise, on-the-go application. The large, hidden mirror is integrated into – and, thus, protected – by the lipstick cap and easily accessed by the consumer upon opening the product. A special, robust design assures smooth, stable mirror access for the life of the product – and allows the end-user to retract the mirror manually, or automatically, upon replacement

**E**astman has teamed up with Designer Marc Rosen to develop make-up packaging. Six international molders collaborated to produce seven futuristic collections based on The Glass Polymer family of cosmetic materials. The Art of Clarity collection was unveiled at LuxePack Monaco 2010.

Rosen used **Eastar CN** copolyester, the latest addition to **The Glass Polymer** family of cosmetic materials, to develop sophisticated make-up designs. “Innovative silhouettes and un-

expected material distribution allowed us to create unique offerings that aesthetically redefine this category,” Rosen says. The seven collections de-

### LuxePack 2010 at a glance

Even though the 23rd edition of the LuxePack Monaco exhibition that was held from 20 to 22 October 2010 in Monaco with a total of 5726 visitors due to strikes received 3 percent less, the number of participating firms increased by 3 percent. 54 percent international visitors from 80 countries attended the show. Among the exhibitors from more than 30 countries were 40 new ones.

In the “Innovation Forum” the exhibitors presented their innovations in an interactive manner providing a maximum amount of information in a minimum amount of time.

The next LuxePack Monaco exhibition will be held from October 19th to 21st 2011.

of the cap. The mirror's tab can be customized in different colors and finishes, for intuitive opening and enhanced shelf-appeal.

**Megaplast** which supplies over 130 million airless pumps per year for use in the cosmetic, pharmaceutical and healthcare industries unveiled a new luxury packaging range. With **Louvette** and **Seidel** to develop new 'enhancements' for its market-leading dispensers. Louvette's double wall design sees the Mega dispenser enclosed within a high-transparency SAN casing. This aesthetic enhancement adds weight to the dispenser and provides it with a look and feel of a high-quality luxury product. Similarly, **Seidel's** anodized metal process houses Mega Plast's standard plastic body and actuator cap inside secondary metal shells. The dispenser is available in any colour and with the option of a matt or high gloss coating, anodized metal or anodized coating.

**Aptar's** new pump **Sensea** was modified for a gentler actuation force – 1.5 kg compared with 2.4 kg for the VP4 pump. It is available in crimping, screw and snap-on versions and it is suitable for both Eau de Parfum and Eau de Toilette.

**3D Surface Refinement** is **Geka's** new surface finishing technology with which to achieve not only a visual impression, but also a tactile sensation. Leaves, fabrics, droplets – even the

### Green airless dispensing system



photo: Promens

Evolution from Promens which received the first LuxePack in Green Award is the first ecological airless dispensing system. The parts of the dispenser have been reduced to 4 parts. It contributes to reduce CO<sub>2</sub> emissions by 30 percent in comparison with a classic piston-based airless dispenser made of 12 parts. Made entirely out of plastic, polypropylene and polyethylene, the dispenser is totally recyclable. In addition, the bottle can be made with recycled polyethylene, further reducing its environmental impact. It is the most compact airless packaging and enables the reduction of packaging volume by 30 percent. The system is available with two different actuators: short or long and in 5 sizes dispenses a dose of 1.5 ml and is adapted for all formulations – from the most liquid products to the most viscous creams.

*The first green airless dispensing system ready for production*

finest, most delicate natural structures with subtle differences in surface finish can be copied precisely. As the structure is added to the existing tool using a new patented technology this method is comparatively inexpensive.

**Seram** presented adhesive textile labels delivered on rolls. Due to the laser cutting technique all kinds of fabric can be cut even cotton lace allowing perfect accuracy for cut-out motives.

**Solev** presented its exclusive **shaded sheen metallization technique**. Whether used alone or in combination with the company's new lasers, this interpretation of metallization now makes it possible to vary lively effects with matching tones and subtly shaded off contours. The laser can then be used to create graphics on the metallic sheens.

**DuPont** introduced **Selar PA**, a high-barrier resin for cosmetic containers. The new grades of Selar PA amorphous nylon, **Selar PA 3426R** and **Selar PA 7003**, are targeted for use as a high-barrier resin in cosmetic containers,



photo: Rexam

*A lipstick designed with a hidden mirror*

such as those for nail polish and waterproof mascara. These cosmetics require their containers to provide high-barrier performance in terms of water vapor, oxygen and carbon dioxide, as well as high chemical resistance, scratch resistance and gloss effect. Selar PA 7003 combines all of these attributes, with an increase in impact resistance versus incumbent materials. The potential benefits for container manufacturers are a reduction in wall thickness and production costs.

AM

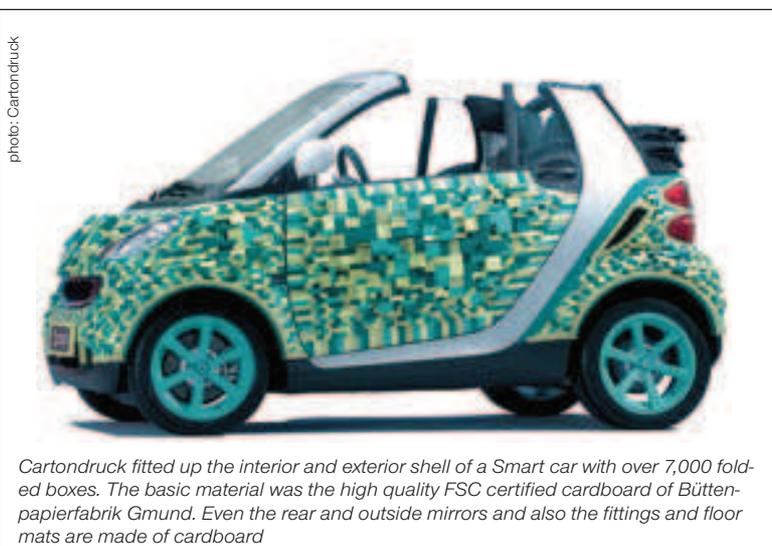


photo: Cartondruck

*Cartondruck fitted up the interior and exterior shell of a Smart car with over 7,000 fold-ed boxes. The basic material was the high quality FSC certified cardboard of Büttenpapierfabrik Gmund. Even the rear and outside mirrors and also the fittings and floor mats are made of cardboard*



### Ingredients

Current raw material and active ingredient trends

### Market overview

Which service provider offers what service?

### Events

The most interesting new LuxePack products



### VIP of the Month

Dr. Ludger Neumann:  
What problems occur in practice during raw material management?