

Paris draws packaging crowds

This year was a record for Paris Packaging Week, the packaging fair dedicated to packaging for cosmetics and perfumes. Trendwatcher **Dominique Huret**, from Cape Decision in Brussels, reports for PKN on innovation that caught her eye.

Inca

Italian aluminium packaging producer, Inca, presented its 100 per cent aluminium mono-material capsules collection, which is designed to answer most demands of the cosmetic and perfumery market. The underlying technological innovation makes it possible to fully customise the packaging for any tailor-made projects. The Inca logo on top of the lids is inscribed in Braille, to put the emphasis on the sensory experience of touching the metal.



Quadpack

A dropper tube named The Wanderer was showcased by beauty packaging manufacturer Quadpack. Targeted at skin and hair care, the dropper tube includes a unique flow control disc, dispensing the flow of the product.

A fun offering is Quadpack's ShapeUp Stick, a refillable stick which dispenses product in a personalised shape. This airtight solution for skincare and makeup formulas is made of mono material PP, while the cap and base can be made of PCR PP. ShapeUp Stick is patented in Spain, and patent pending in other territories, including the US.

Finally, Quadpack and Aptar Beauty have jointly developed a refillable lipstick. In a spirit of collaborative innovation, the two companies have blended their respective expertise in wood and stick mechanisms to create the Woodacity lipstick. Compatible with most filling lines without any adjustments, POM-free, glue-free and lubricant-free, the mechanism allows perfectly smooth actuation of the bullet.



Texen Beauty Partners

Texen Beauty Partners were a stand out among the crowd, with a special limited-edition packaging for Lancôme. Inspired by nine masterpieces of sculpture and the lights and colours of the Louvre Museum, Lancôme has created a new skincare and make-up collection : Lancôme x Louvre. To reproduce the very high quality of the photo art, Texen used the heat transfer label technique, in which a printed film is applied by heat. The Lancôme logo was then added by hot stamping.



Hoffmann Neopac

Hoffmann Neopac, specialist in packaging for the pharmaceutical and cosmetics segments, showcased the LowPro Flip-Top capsule range. Available in PP, PE and up to 40 per cent food-grade rPE material, with a gloss or matt finish, LowPro Caps fit with Neopac's range of durable tubes. They fit with extruded tubes (35-50 mm diameter) made of sugarcane, recycled plastic or Picea spruce.

Neopac's Picea tube is made from spruce sawdust and a plastic matrix made from sugar-based raw materials. The proportion of spruce wood is 10 per cent, the sugar-based proportion is 85 per cent.



Aptar

Aptar will launch its Future Airless PET packaging. Produced in collaboration with Pinard Beauty Pack, this large-format 400 ml bottle combines Aptar's Future PE pump with Pinard's patented, fully recyclable PET Airless bottle. Also planned for 2024 is the production of the new actuators. Named after iconic artists, Ringo, Nora and Tina are made with the "twist to lock technology", eliminating the need for an overcap.

