

LUXE PACK NEW YORK

The premier trade show for creative packaging

LUXE PACK New York celebrates its pioneers!



**THE ANNIVERSARY
EVENT TO CELEBRATE
INFINITE POSSIBILITIES**

This industry report showcases a very exclusive group of exhibitors who have been part of the 20-year LUXE PACK New York lineage. Hone on the special editorial content developed to showcase their own industry legacy and how they plan to continue to contribute to the industry's next 20.

p 03

AUTHOR'S INTRODUCTION

p 06



ABA PACKAGING

p 08



ALBÉA

p 12



INNOVATIVE BEAUTY GROUP

(Albéa Group's Beauty
Solutions division)

p 14



APTAR BEAUTY

p 18



BALANCE Inc.

p 22



BORMIOLI LUIGI

p 28



CAMEO

p 30



DAPY Inc.

p 34



HOLMEN IGGESUND

p 38



PROCOS

p 40



SLEEVEE

LUXURY PACKAGING: PRAGMATISM STILL REIGNS IN THE USA IN THE FACE OF ECONOMIC AND ENVIRONMENTAL CHALLENGES



Is the USA a pragmatic country? Definitely! Is it a country that bounces back quickly? That too! And the luxury packaging sector is no exception to these two rules. After the Covid crisis, there was a strong wind of optimism in 2022 for stakeholders in this sector, and even though the first few months of 2023 have not been as impressive as expected, there is still momentum, especially regarding packaging for wine and spirits. The next Luxe Pack New York will allow us to see if the trend materializes. All testimonials concur that this trade show will be an opportunity to inform, educate, and present innovations, particularly in the field of sustainable packaging, which will allow luxury companies to discover which suppliers can meet their expectations.

A year ago, a survey by research firm Kline & Company, headed by Dana Kreutzer, Beauty and Wellness Project Manager, announced that "Beauty was back in business. Indeed, the US beauty and personal care market exceeded USD 85 billion in retail sales in 2021, up USD 7 billion against 2019. This was the market's best performance of the last ten years, with no signs of a slowdown expected until 2026!"

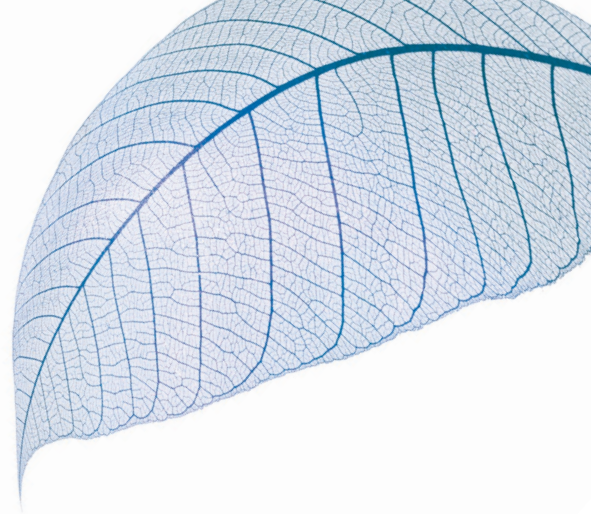


Diana VERDE, co-founder and CEO of POSITIVE LUXURY

Given these thunderous forecasts, it is nonetheless a fact that early 2023 has been rather lackluster for the packaging suppliers. Only the fragrance sector has come off well. «A lot of stock has accumulated, say some, which has a direct effect on order volumes.» «A wait-and-see attitude and fewer projects, say others, with a less orders, which is prompting questions not just for manufacturers based in the USA but especially for Asian suppliers who are still dominant in the supply of packaging for American brands.» After all, “as we say”, China's good health is still a major factor in the proper supply of packaging to the USA.

There are also new environmental constraints regarding the acceptance or non-acceptance of certain materials, in particular plastics. “Long live aluminum, cardboard, and glass” claim some. Proof of this is Estée Lauder's Night Repair product that is now sold in a glass jar.

In terms of wine and spirits, a recent study published on the Mordor Intelligence website indicates that «the American alcoholic beverage packaging market is projected to register a CAGR of 5.5% between 2022 and 2027 and that



recent innovations, such as lightweight glass and efficient recycling, are boosting the market». The researchers also report that «more and more alcohol manufacturers are realizing that recycled materials are used in their packaging and are increasing the percentage of recycled glass used in their bottles. As such, premium vodka manufacturer Absolut is committed to minimizing packaging waste by introducing a limited-edition design made from 41% recycled glass.

PACKAGING, A SECOND TO NONE BUT CONTESTED VECTOR!

In general, many continue to stress the importance of packaging.

For Blake Chapa, Packaging Lead Operations at Coola, “it doesn't matter how surprising a formulation can be, it's the packaging that catches the consumer's attention, whether it's a new customer or an existing customer. So, we strive to ensure that our packaging reflects our company's values and the formulations we develop. It's about providing our consumers with that luxurious, long-lasting experience before even opening the product and trying it for the first time. Of course, sustainability is an important factor in decision-making regarding packaging and the suppliers we choose for the manufacture of our products. But with our approach to organic beauty, it's equally important for our brand that we continue to improve our sustainability efforts, while maintaining our iconic and prestigious packaging aesthetic.”

Diana Verde, co-founder and CEO of Positive Luxury has a more pragmatic stance explaining that “the big change we see in this space is systemic thinking. Luxury packaging used to be opulent, oversized, and very similar to a brand's aesthetics. Today, packaging is much more functional; it still needs to fit in with a brand's aesthetics but it needs to say - I care - instead of I don't do it... it's



Blake CHAPA, Packaging Lead Operations at COOLA

the first point of contact that the consumer sees how companies behave. Also, let's not forget," she said, "that packaging becomes a regulated space, not only on its ability to be recycled, but also on its weight and, therefore, its correlation so that a brand achieves its net zero objectives - heavier packaging, more transport weight and therefore more fuel consumption...". And concluded, "the packaging world must accelerate its material innovation to meet the demands of its customers".

For Jill Tomandl, Vice President, Global Product Development, Innovation, and Brand Sustainability at Smashbox Cosmetics, «It is very encouraging to see that suppliers are increasingly focusing on designing and developing sustainable packaging. It is our responsibility within the beauty industry to amplify the reduction of packaging materials and waste. There are huge opportunities for innovation in refillable, recyclable, and reclaimable packaging using new sustainable materials.»

AN AMERICAN MARKET THAT'S STILL IN DEMAND

This US luxury market is still very attractive for global packaging suppliers. For many, and despite these jolts, hope for future upturns still outweighs gloomy times. Proof is in the number of suppliers outside the USA seeking to develop commercially and industrially in the country. As such, they follow the same desire for development as their brand or retailer customers. Kline & Company's study notes *"that in 2022, there were acquisitions, large and small. Some of these involved independent beauty brands, such as Ilia Beauty, up 200% in 2021, and Tula Skincare, up 41% last year and recently acquired by P&G. Strong competition for market share among leading beauty companies is driving M&A activity as these companies seek growth through acquisitions of fast-moving niche brands looking for resources to better access consumers, new channels, and product innovation."*

This observation is shared by Jill Tomandl, who explains that *"The US beauty market is currently extremely dynamic. It's easier than ever to create a brand, market products via social media, and sell directly to consumers. Countless new brands are being created, resulting in many changes in the market. It is clear that TikTok has changed the landscape by creating new trends which has led to significant sales for some products."*

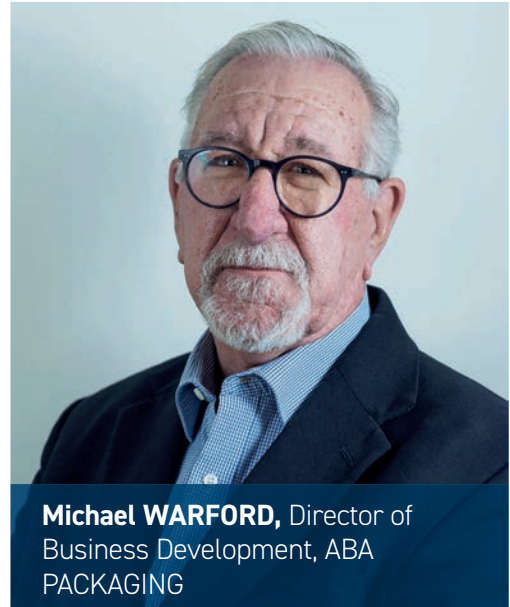


All articles and interviews
by: Jean-Yves BOURGEOIS
JYB Conseils

ABA PACKAGING

The Strongest Bridgehead Yet For Europe In The USA

The company was one of the first pioneers to exhibit at the Luxe Pack show in New York, which is quite natural considering that they are truly part of the history of beauty packaging in the USA. ABA Packaging has been firmly established in the United States since it was founded in 1984. "We are more than just a distributor" insist the company's directors. Over the years, we have progressed to occupy a widely recognized place as leader in our field, thanks to our unique portfolio of packaging designed for the Beauty industry, as well as our high standards of quality and service level. Most suppliers are European, followed by American and of course Asian companies.



Michael WARFORD, Director of Business Development, ABA PACKAGING

■ Over 40 years in the Beauty industry on the American continent is quite an accomplishment! Your longevity is built on solid foundations...

Michael Warford: Yes, for sure! Especially as we offer the same level of packaging service and expertise to start-ups who buy a few hundred items from us as we do to medium-sized business that buy thousands or big companies buying millions. And our customers know that. Leonardo ("Leo") Marchese founded ABA Packaging in 1984. Prior to that, he worked for Richford American, a large manufacturer of packaging for the cosmetics and perfume industries. An American success-story, where he started work in the warehouse and ended up vice-president of operations.

“ Over the years, we have broadened our offer to include **a wide variety of primary packaging products in glass, and also in plastic and aluminum.**

At the start of the 1980's, Richford was bought out, and so Leo Marchese took this opportunity to start his own packaging company. His wife Angela joined the company as well as his son Charles and ABA Packaging was born in 1984!

Question: What was the Marchese's family roadmap at the time?

Michael Warford: From the beginning, they promised to provide excellent customer service and high-quality products to small and large customers in North-America. That roadmap is still valid today. In 1984, ABA Packaging was supplying glass packaging and accessories for the cosmetics and perfume industries. Over the years, we have broadened our offer to include a wide variety of primary packaging products in glass, and also in plastic and aluminum. So much so, that we quickly became a recognized leader in good-quality innovative packaging solutions, both for standard products and for custom products for a number of industries,



such as cosmetics, perfume, personal care and spa. In 2016, Charles Marchese's daughter Liana joined the company as a full time employee after some years of interning. She started as a sales coordinator and was elevated to a Sales Manager for ABA, and most recently became Director of Sales.

■ Could you please describe your organization today?

Michael Warford: Currently we have a team of around 25 people and cover all of North-America. We also have an office and a warehouse in Holtsville, just over an hour from New York. Before the Covid pandemic, we even had an office and a showroom in Los Angeles, but the travel restrictions in recent years obliged us to close it temporarily. However, now that the restrictions are being lifted, we are looking to re-open that location.

■ Which are the key markets you are currently present in?

Michael Warford: The main markets we have targeted for the sales of our primary packaging products are the cosmetic, perfume, personal care and spa industries. We are looking to extend this though, and include nutraceutical products and also another emerging and fast-growing industry, that of cannabis-based products. We have a lot of stock, with over \$1 million of glass and plastic products ready to ship from our Holtsville warehouse. To complete our product lines, we offer a full decorating service for our plastic, glass and metal products. We can also cut plunger tubes for dosing pumps. We are also able to assist our customers in packaging design and regulatory matters.

■ What is your approach to a topical subject such as the environment?

Michael Warford: About eight years ago, we were contacted by a Spanish manufacturer of aluminum packaging, the Envases group, to represent them in North-America. At that time, aluminum packaging was scarcely used in our industry and we weren't sure of the market potential. However, we were impressed by the talent and expertise of this supplier and so we decided to partner with them to develop their richly decorated aluminum packaging lines in the US market. This helped us to boost our sales and has become an important part of our business. We have also expanded our aluminum product line to include capping systems, as well as continuing to be a major distributor of glass bottles and jars. This is partly due to the "sustainable" trend. Our glass product partners, many of which are based in Europe, offer PCR-based products that obviously enhance our ECO offer. This also applies to the plastic bottles, jars and caps we offer that have a certified PCR label.

■ Are you always present at the Luxe Pack shows?

Michael Warford: We have been one of the most active exhibitors of these shows and have exhibited in nearly if not all of them. Every time they are a great success for us!

■ One last question. What does the name "ABA" come from?

Michael Warford: You'll probably laugh at the answer... These three letters were chosen because it's the best way to figure at the top of all the lists in alphabetical order! And that's worked for us for the last 40 years!



“
We quickly became a
recognized leader in
good-quality innovative
packaging solutions, both
for standard products and
for custom products for a
number of industries, such
as cosmetics, perfume,
personal care and spa.

ALBÉA

A Leading Position

The Albéa Group has had a strong presence overseas, particularly in North America, for over forty years. It has seven factories, a total turnover of \$400 million, and its market share in this region is over 20% in its preferred niches of tubes and packaging for the Beauty sector. For the Group, the watchword is more than ever "Made in America for America"! Its main markets are currently personal care, cosmetics in general, and, more specifically, color cosmetics, not to mention oral care and pharmaceuticals. As for the environmental challenge, the message is clear: "the transition can only be achieved with all the stakeholders in the value chain on board"! Hence the interest in a trade fair such as Luxe Pack New York to exchange ideas with the entire industry.



José FILIPE, Vice President and General Manager of the Cosmetics & Fragrance, ALBEA



Bruno DE CARVALHO, Vice President and Managing Director of Tubes, ALBEA

■ In April 2021, i.e. in the midst of the Covid crisis and during an online international press conference, your Group reviewed its presence in the USA and Central America which was pretty significant! What about now?

Bruno de Carvalho: We have three different product lines, Albéa Tubes, Albéa Cosmetics & Fragrance, and IBG (an innovative beauty group, offering turnkey solutions). The first division, which I run, mainly manufactures tubes, the second run, by José Filipe, which has a factory in Mexico, specializes in cosmetics packaging. Our Group's history in America goes back decades. You can't be more "Made in America" than us. Everything started with the Washington factory, which was founded by Bradley Sun Corporation in 1952 to supply extruded plastic tubes. In 1962, Bradley Sun opened its second factory in Shelbyville, Tennessee. Following several changes in control and acquisitions, including American Can, Pechiney, Alcan, and Rio Tinto, Albéa now has

five factories in America.

We offer two technologies: laminated tubes and extruded tubes. For the latter category, two factories make them, Washington, NJ, and Reynosa, Mexico. Laminated tubes are manufactured in three factories (two in the USA, the one in Shelbyville, Tennessee, which is one of the largest laminated tube production plants in the world, the other in Washington, NJ, and the third is located in Querétaro, Mexico). Finally, our factory in Canada produces multi-layer films for our laminated tubes, enabling us to offer our customers a complete "Made in America" supply chain. In addition to these production units, we also have several centers of excellence where large R&D teams work. It is clear that our presence in the US is a major asset for our customers in terms of flexibility and security of supply.

And now a few figures... This division employs a thousand people, has a turnover of over \$210 million, and has a production capacity of 2.5 billion tubes.



José Filipe: As far as I am concerned, I run the largest cosmetics packaging manufacturing site in North America, actually located in Matamoros, Mexico, which has a turnover of over \$150 million and employs 1,700 people. This single site houses several technologies. It is where lipstick and mascara packs, perfume caps, cases, jars, and bottles are made. We obviously have plating lines as well as decoration equipment (screen printing, pad printing, hot stamping). We also manufacture mascara brushes there.

■ What are the main markets in which you operate?

José Filipe: We are mainly present in the personal care market as well as the color cosmetics market. We have invested some \$12 million in our factory in Matamoros over the past two years.

Bruno de Carvalho: Our preferred customer sectors are cosmetics (40%), oral care (40%), and pharmaceuticals (20%). There is a clear trend in our customers sourcing in North America instead of China. We have invested between

\$40 and 45 million in our factories over the past three years, in particular, to adapt them to new constraints related to the placing on the market of innovative, environmentally friendly tubes and to support accelerated growth, particularly with local brands.

■ What exactly is your Group's position in the USA regarding the major current issues of the environment and the predominant role of plastic?

Bruno de Carvalho: In October 2018, our group became the first beauty packaging company to sign the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. Albéa has undertaken to use 100% reusable and recyclable plastic packaging and 10% post-consumer recycled plastic (PCR) by 2025.

José Felipe: This 2025 commitment is a challenge for our entire industry and we believe that we can only achieve it in close cooperation with our customers, suppliers, and competitors. The challenge in the hygiene and beauty sector is to make plastic packaging sustainable and integrate it into a circular economy.

To be circular, packaging must be recyclable, but above all it must be recycled, and recycled material must itself be reintegrated into the value chain, i.e. into new packaging.

Albéa, as the packaging leader in this industry,



has a great responsibility and, today, all our new products are recyclable, incorporate recycled plastic, or have a refill system.

However, plastic is and will continue to be a key material in the beauty industry. It remains a material of choice due to its unique properties of lightweightness, strength, versatility, and protection.

Bruno de Carvalho: Albéa has been a proven pioneer in developing and providing its customers with responsible tubes for over a decade with a focus on reducing the use of plastics and improving the circularity of the materials used. Not only does Albéa offer a wide range of recycling-ready, PCR, paper-based, and bio-based tube solutions, it recently introduced the lightest tubes on the market: EcoFusion Top, an innovative packaging solution, the fusion of the head and the cap, moving from a three-component tube to just two components, with an incomparable design that is responsibly made and recycling-ready.

The manufacturer's single-material tube solutions aim for a sustainable end-of-life with the possibility of recycling the packaging in existing collection and sorting channels. To advance the circularity of the materials used in Albéa tubes, the company cooperates with organizations, such as the Association of Plastic Recyclers (APR) and Stina in

the USA and other organizations around the world. As a leader in sustainable packaging, Albéa believes that it is its role and responsibility to go beyond inventing and manufacturing responsible packages. The company strives to be an example for its customers, competitors, and other industry participants. With partners across the plastics recycling value chain, Albéa is an active member of the Tube Recycling Project in the US and Europe, a multi-stakeholder initiative addressing barriers and developing solutions that enable market acceptance, sorting, and collection so that consumers can recycle their responsible tubes. All these actions are recognized and praised by our customers. One recognition that we are particularly proud of is the "Supplier Sustainability Award" that Procter & Gamble awarded us last November. This award recognizes six suppliers for their positive impact on P&G's sustainable development ambitions.

■ Still a New York Luxe Pack regular?

José Filipe: Of course! We have exhibited at Luxe Pack since the beginning and support this trade fair dedicated to our industry. Personally, I have been going since 2008 and it is always a great event to meet customers and colleagues from the industry.





As a leader in sustainable packaging, Albéa believes that it is its role and responsibility to go beyond inventing and manufacturing responsible packages.

INNOVATIVE BEAUTY GROUP

(Albéa Group's Beauty Solutions division)

Much More Than Full Service

Three and a half years ago, Xavier Leclerc de Hauteclouque assumed management of the Albéa Group's Beauty Solutions division. Known as Innovative Beauty Group, it comprises two global brands: Orchard Custom Beauty, which positions itself as an "extension of the customer's team" to develop packaging & formulas, accessories, and promotional offers, and FASTEN Packaging, which develops standard and bespoke packaging ranges based on a design-to-cost approach intelligently incorporating plastic, glass, and metal. In three and a half years, IBG's turnover has increased from \$50 million to \$210 million, half of which achieved in Europe and half in the USA, with a current workforce of over 230 employees in three continents (Asia, Europe and the USA).



Xavier Leclerc DE HAUTECLOUQUE,
President at INNOVATIVE BEAUTY
GROUP (IBG by Albea)



I can mention a series of sustainable and refillable cream jars, which led us to use **a single recyclable material (recycled polypropylene) for a 70% reduction in materials compared to a standard jar.**



■ What is your positioning?

Xavier Leclerc de Hauteclocque: Our approach always begins with people – by partnering with our customers as extensions of their own teams, to bring their vision to life far beyond expectations, and always within budget. We manage everything from designing the brand, product, packaging, and development to promotion and delivery, combining innovation, creativity, and agility with our technical expertise to enable the customer to move faster and reduce project development costs.

■ Who are your customers?

Xavier Leclerc de Hauteclocque: Specializing in turnkey, private-label, and packaging, ORCHARD Custom Beauty and FASTEN Packaging work with everyone from discount retailers to the world's most exclusive brands, all over the world (Prominent cosmetics brands, established personal care products suppliers etc...).

■ Any examples?

Xavier Leclerc de Hauteclocque: I can mention a series of sustainable and refillable cream jars that took twelve months to develop, which led us to use a single recyclable material (recycled polypropylene) for a 70% reduction in materials compared to a standard jar. Not forgetting the CO2 reduction in transport thanks to the lightweight and stackable design.

■ Is demand still as high?

Xavier Leclerc de Hauteclocque: Yes! Our current growth is over 30% and we have a pipeline full of projects, particularly in new segments like hair care products and room fragrances. Our four-part approach – which includes precise segmentation of customers' needs in parallel with analysis of trends and social media, a robust ecosystem of partners to improve quality and corporate social responsibility (CSR) expertise, integration of design-to-cost upstream of the project to save customers money, and joint creative workshops in support of our customers' creativity where we develop projects reflecting their brand values – continues to exceed the needs of our customers.

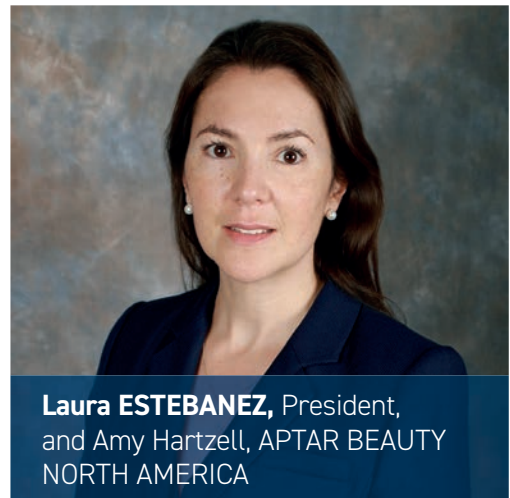
APTAR BEAUTY

At the forefront now more than ever

Why was the name 'Aptar' chosen? Not many people know the answer to that question. It comes from the Latin 'Aptare' which means 'to adapt'. This was a good choice by the founders of this Group in which was first publicly traded on the New York Stock Exchange in 1993, and grew from founding companies in the US, France and Germany. Today, the Aptar has a turnover of 3.3 billion dollars, with 49 production sites, over 13,500 employees in 20 different countries, has registered more than 1,300 patent families and works with over 5,000 customers around the world.



Amy HARTZELL, Vice-President and General Manager, APTAR



Laura ESTEBANEZ, President, and Amy Hartzell, APTAR BEAUTY NORTH AMERICA

■ The history of the Aptar Group is incredible, especially the clear vision of its directors as to the direction the products in the beauty industry would evolve!

Laura Estebanez: It is quite fascinating to look back at the history of 'Aptar', which began in 1993. In fact, we too are celebrating an anniversary – 30 years on the New York Stock Exchange. Adaptability & flexibility have always been the key to Aptar's success.

Our motto: «Transforming ideas into solutions that improve everyday life». We are committed to providing innovative dispensing solutions for beauty brands around the world. We focus on manufacturing high value-added dispensing systems for fragrance, make-up, skin care and personal care products. Personal care accounts for 42% of our business and Beauty in general for 51%. Our strongest region for sales remains Europe (55%), followed by North America (26%), South America (12%) and Asia (7%). We have a strong "think local, leverage global" industrial strategy with several sites in Latin America, France, Germany, Italy, the United States and China. This has led to major investments in terms of industrial

capability in the United States, particularly in the airless sector (+30%). In North America Beauty, we have roughly 850 employees and four manufacturing sites.

■ A journey most often marked by successive acquisitions.

Laura Estebanez: That is true and a little bit more complex than that.

Our most recent acquisition is of iD SCENT, a leading manufacturer in sustainable paper fragrance sampling products. We also acquired FusionPKG in 2020, one of the leaders in high-end cosmetic packaging (airless and make-up packaging, turnkey solutions) for the North American market. A major acquisition since it thrust us into the world of full service and gave us access to markets such as the Indie brands.

Prior to this acquisition was that of Reboul in 2018, the French leader of high-quality metal components, metal-plastic sub-assemblies, new generation lipstick mechanisms and complete make-up packaging solutions.

In 2019, Aptar invested in the TerraCycle LOOP

Global circular purchasing platform, which delivers consumer products in re-useable containers and also invested in PureCycle, with rigorous prototype testing of its ultra-pure recycled (UPR) plastic to integrate more recycled content into packaging for the food, beverage and cosmetics industries.

In 2021 we opened our InVision Innovation Lab near to Paris to create innovative solutions together with our customers, while showcasing our technological innovations and creative capabilities.

In 2022, we opened the Go2Lab innovation center in North America, offering on-site services to speed up product development and innovation (sampling, lab testing, custom design and development, functional prototypes, as well as tooling and molding). Brands can partner with Aptar to conceptualize through workshops and ideation sessions with our seasoned industry experts ready to guide them in the process.

The launch of this facility is pioneering the way in finding faster packaging solutions to address innovation needs driven by consumer trends. Traditionally, launching products to market has lead times that can be as far out as six months. Our services help brand partners reduce those lead times to weeks with the accessibility of our 3D

printing and prototyping capabilities, lab services, and fast tooling. This will allow brands to launch their beauty products to market faster.

We are also opening a new 25,000 m² state-of-the-art facility in France (Oyonnax) in 2023, with extensive expertise on exemplary environmental standards and strong innovation capabilities to position us as a leading provider of sustainable and fully customizable luxury solutions.

Our strategy has always been to produce locally to serve locally but we will continue to leverage our global capabilities to serve the needs of our clients in NA.

// Transforming ideas into solutions that improve everyday life

■ *And obviously the environment is a major consideration!*

Amy Hartzell: We have a clear objective. We want to transform ideas into solutions to improve daily life, taking into account all aspects of our work, including our approach to sustainability of course. And in the same way that we take care of each other and the planet, we work with brands and push the circular economy forward.

We have and will continue to meet all the associated technical and regulatory steps. We have received





the highest award from EcoVadis. The Platinum level rating places Aptar among the top 1% of nearly 90,000 companies that have been rated by EcoVadis in all business sectors. We received an award from the Plastic Recyclers Association for our SimpliCycle™ recyclable valve.

We are recognized as a preferred testing partner for PureCycle Technologies' ultra-pure recycled plastic. We launched an internal circular economy awareness training course, developed in partnership with the Ellen MacArthur Foundation. Newsweek named us as one of the most responsible American companies in 2023, placing us in 15th position out of 500 American companies and in first place in the industrial company category. We were also named one of Barron's 100 Most Sustainable Companies for the fifth year in a row and are ranked #55 out of 100 companies for 2023.

■ *Your Group has always been committed to innovation!*

Amy Hartzell: Absolutely! A perfect example is "Amplitude" which is a higher-dosage treatment dispensing pump that offers aesthetic form with quality and performance and a twist-to-lock feature that eliminates the need for an over cap.

It features a smooth, soft actuation and excellent priming for a premium product experience.

"Amplitude" is compatible with a wide range of formulas and is available in two dosage options.

Future, our award-winning, innovative dispensing pump is another great example. Future is mono-material and fully-recyclable when paired with a PE or PET bottle. It is also ISTA 6-Amazon Certified which renders it e-commerce capable.

thanks to its incorporated locking/unlocking ring, and features a 360° degree, free spinning actuator which helps minimize potential breakage in transit. Future is suitable for a range of viscosities, customizable with two dosage options and three neck size options, and is available in a variety of colors thanks to its unique, three-part design.

The brand Dermalogica® has chosen 'Future', our fully recyclable single-material pump for the launch of its latest product line, collectively winning four awards.

■ *That really is impressive! Do you have any other recent news other than just pumps?*

Amy Hartzell: Yes of course!

In North America we continue to expand the portfolio of sustainable dispensing solutions with the addition of two aerosol actuators (Moritz and Markus) and fine mist spray (EuroMist), now qualified in up to 46% Post-Consumer Recycled Resin (PCR).

In lipsticks, we developed a mechanism for smart and attractive refills, called Private Refill. It connects with a single click to a specific lipstick base and features a patented security key unique to each client and project. Brands can be confident that their refill cannot be used alone or with another lipstick mechanism. We recently launched this solution with Clarins Joli Rouge in EMEA.

And to round off, over the last two years, we have redesigned a large part of our range of pumps, caps, closures, airless and aerosols to make them e-commerce compatible. Today, about sixty omnichannel packaging options from our Beauty catalog are certified ISTA 6-Amazon.



A close-up, low-angle shot of industrial machinery, likely a bottle capping machine. The scene is dimly lit with a strong blue and purple color cast. In the foreground, two clear plastic bottle caps are visible on a dark, textured surface. The background shows various mechanical components, including a large metal arm and a vertical structure with red circular markers.

//

In the same way that
we take care of each
other and the planet,
we work with brands
**and push the
circular economy
forward.**

BALANCE Inc.

An Extraordinary 23-Year Story

Susan and Frank McDermott, the founders of the American company Balance Inc. that was set-up 23 years ago, can congratulate themselves for having chosen to specialize in the supply of paper and cardboard-based packaging. This type of product is in demand now more than ever.



Susan MCDERMOTT, CEO,
BALANCE Inc.



■ What is your positioning?

Question: Let's start with your story! An American success story I believe, you started out with nothing?

Susan McDermott: Correct! My husband Frank and I, created Balance in 2000 in the basement of our home. Here's an anecdote for you, we exhibited in our first Luxe Pack show in New York as early as February 2003. And we didn't hire any staff until February 2007. Then, everything went much quicker. At first, we worked with a Taiwanese supplier, then we set up several exclusive partnerships in mainland China. Our wholly owned subsidiary, Dongguan Balance Packaging was opened in November 2018. Three months later, in February 2019, we opened our Showroom on 5th Avenue in New York. Today, we work with factory partners in several regions of the world. Just recently we signed an exclusive agreement with a European manufacturer whose head office is in Brussels, but with production facilities all over Europe. We also intend to bring some of our production back onto American soil.

In 2020, we redesigned our visual identity, creating a new logo and website. After that, we went from strength to strength, commercially, creatively and technically, and in October 2021, we won the Ecovadis silver medal and an award at the Luxe Pack In Green competition organized by Luxe Pack New York. In January 2022, we obtained the FSC Chain of Custody certification. In May 2022, we earned the WBENC certification and then in October of the same year an Ecovadis platinum medal. Over the years, we have adapted our expertise in printed packaging to meet the requirements of a very demanding luxury packaging clientele. We strive to fill the gap in the market for affordable high-end innovations.

■ How many people do employ today and can you describe your industrial and commercial structure?

Susan McDermott: We employ thirty people in total presently. I mentioned that we have a subsidiary in Dongguan where part of our QA team resides. We have long term industrial partners in China as well as Vietnam, Taiwan,

Europe, and the US. Since we set up business, we have truly become a central supplier for high-end certified packaging, with four offices on two continents, allowing us to operate in over a dozen countries with good year-on-year growth.

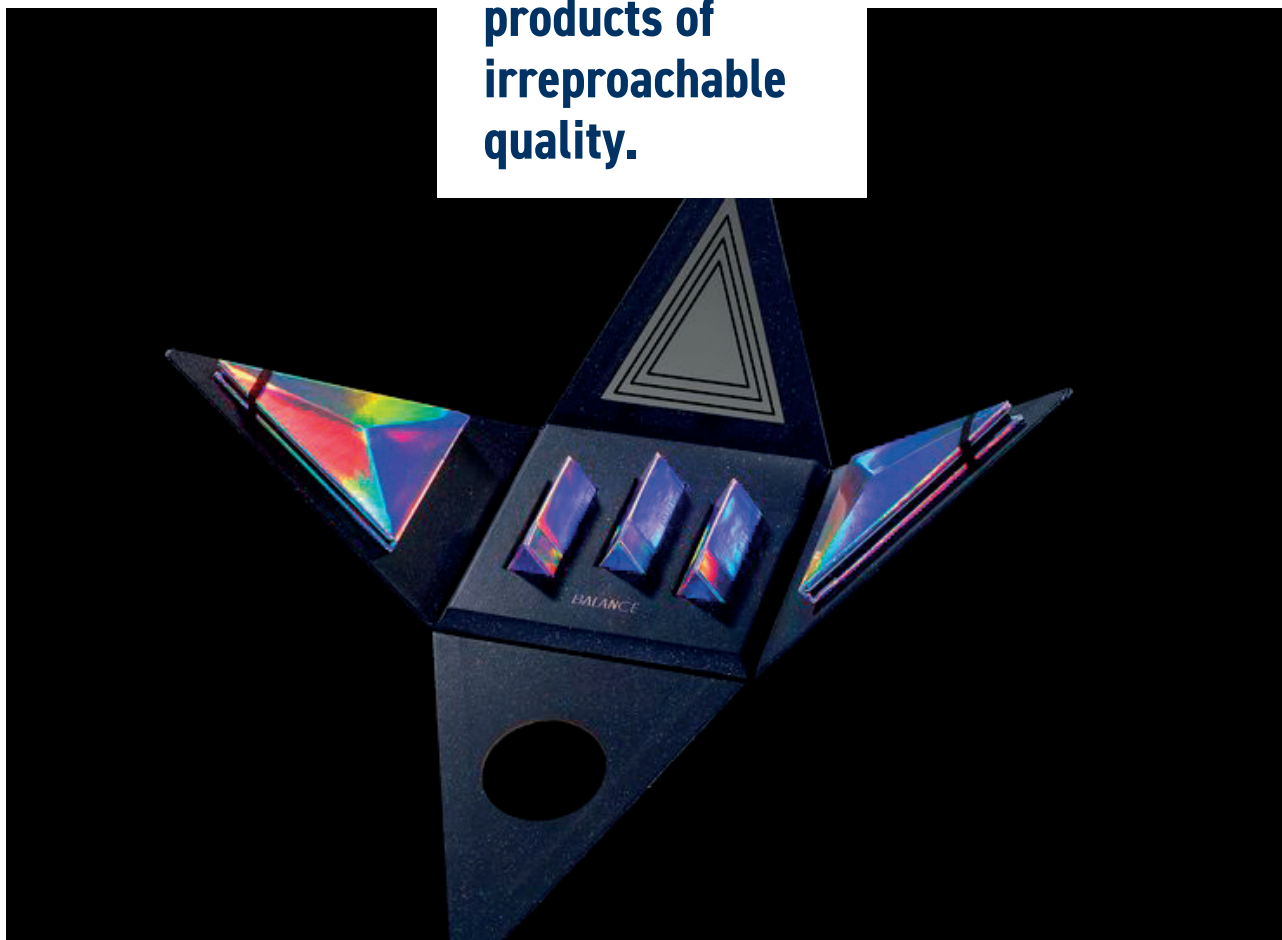
■ What are your main markets?

Susan McDermott: We devote all our energy to creating and selling luxury packaging that is mainly paper and cardboard based, for the perfumery and cosmetics industries (70%) as well as for skin care, nail care, certain categories of food products, health, wellness, spirits and even pharmaceutical products. We have a reputation for creativeness and innovation.

■ What is your position on current issues such as the environment?

Susan McDermott: It is an integral part of our process, and is a fundamental and irreversible trend. It challenges us to aim for the highest standards.

“
Obviously, our top priority is to use systems and substances that are the most environmentally friendly and to offer products of irreproachable quality.





Obviously, our top priority is to use systems and substances that are the most environmentally friendly and to offer products of irreproachable quality. The manufacture and use of paper is central to our business, therefore, among other things, it's essential for us to be in compliance through an FSC certificate of traceability. This gives us credibility and guarantees that our products come from well-managed forests, controlled sources and reclaimed materials. This is corroborated by the latest EcoVadis Platinum 2022 certificate we obtained.

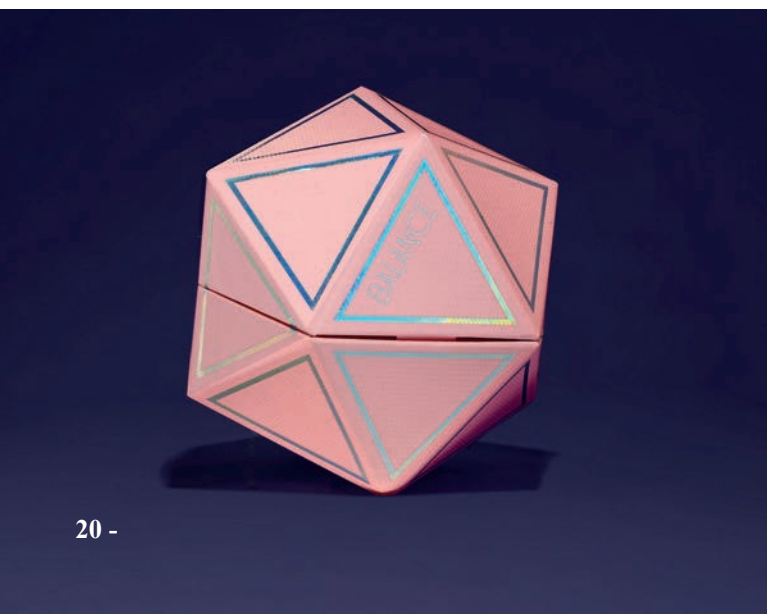
We have created a sustainability task force that we call our "Balance Green Standard". It requires us to continually push our boundaries to design innovative yet environmentally friendly packaging solutions to enable our customers to meet their sustainability goals without compromising quality. We look for every possible solution to reduce and replace single-use items with recyclable,

reusable and reused materials, as well as find ways to streamline manufacturing and shipping to minimize our carbon footprint. To us, innovation is about creating something that seems impossible, finding new uses for unique materials, making a box more fun to open, or creating a shape that fits a marketing theme perfectly. It's about inventing something even with a small budget and often with improbable deadlines.

■ **Can you name a few products that you are particularly proud of?**

Susan McDermott: Certainly, there's our Sustainable Palette Collection. Each palette is unique and built entirely out of paper. Some even include paper ribbon! There are a total of 12 different palette concepts in different styles, shapes and sizes that can be adapted to fit whatever you dream up. We designed each palette, keeping the end consumer in mind, allowing for the ease of removing the makeup pans so the palette can be recycled or reused. All paper components are made from FSC certified materials and contain 40% PCR.

Another product we are proud of is our Molded Fiber Shell which is composed of molded fiber (an alternative to molded plastic) and traditional paper. The molded fiber is made from bamboo and bagasse (sugar cane). Within the shell are five paper swivel palettes, each unique in shape with specialty decoration. What's more, the molded fiber shell is cheaper than its thermoformed plastic equivalent.





We look for every possible solution to reduce and replace single-use items with recyclable, reusable and reused materials



BORMIOLI LUIGI

Constantly Adapting

1946 - 2023

77 years ago, Luigi Bormioli officially incorporated the Bormioli Luigi glassworks, which is currently a world leader in the manufacture of bottles and jars for fragrances and cosmetics as well as tableware. The balance sheet is impressive with 600 million euros in sales for a workforce of over 2,300 people working in five glassworks and three decoration plants. It is even more impressive given that the company is still 100% family-owned. As for the Group's presence in the U.S.A., where the subsidiary employs eighteen people, it has continued to strengthen in the cosmetics and fragrances niche.



Simone BARATTA, Head of the
Beauty Business Unit, BORMIOLI
LUIGI

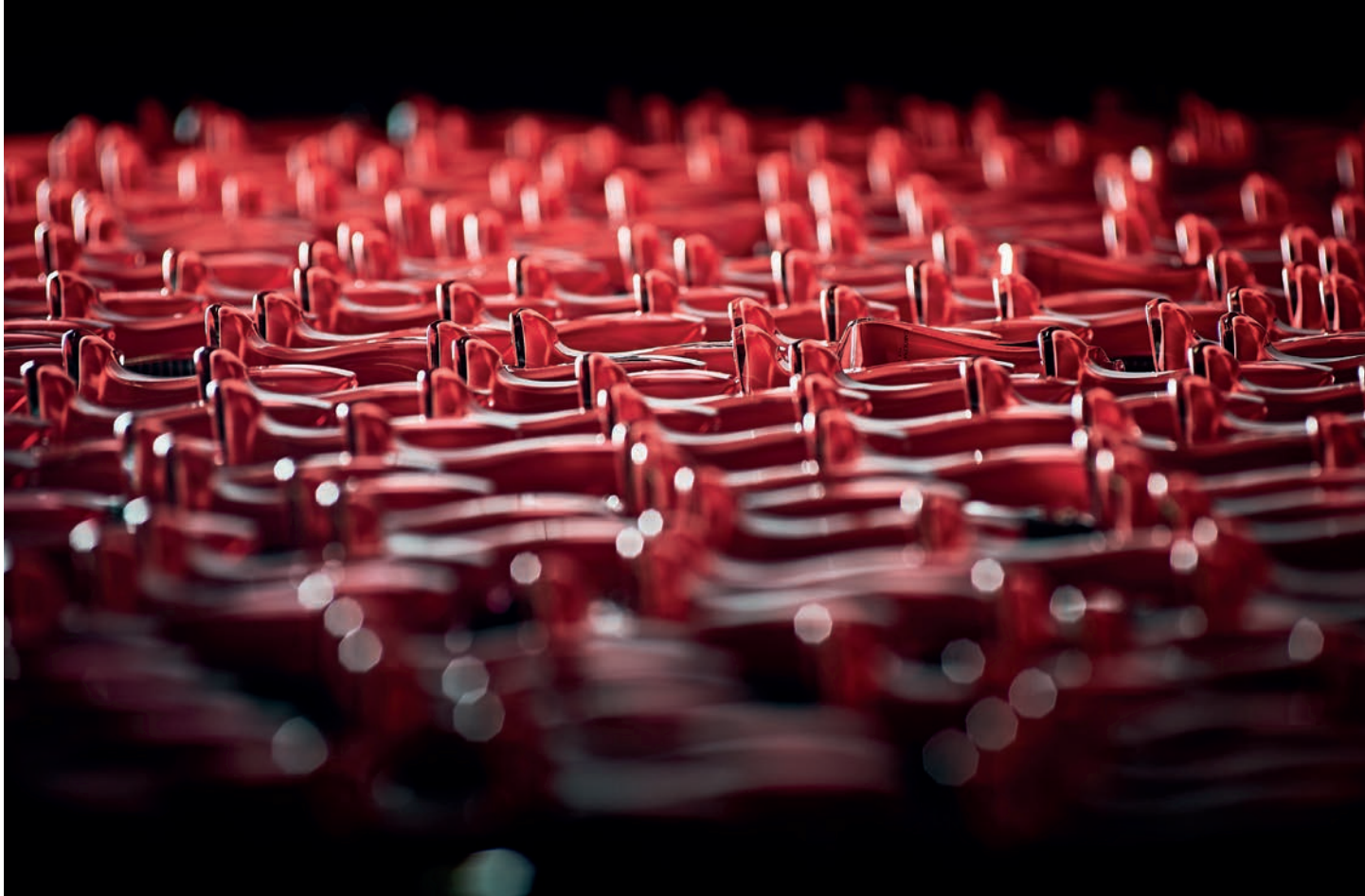
■ Bormioli Luigi's story goes back much further, and, surprisingly, the family was originally French!

Simone Baratta: That's right! Our company's origins date back to the Middle Ages. In the nineteenth century, the Borniollé family, which specialized in glassmaking, moved from France to Altare, in the province of Savone, Italy, where it changed its name to Bormioli. In 1825, the family moved from Liguria to Fidenza in the province of Parma and expanded its business in the Emilia-Romagna region. In 1946, Luigi Bormioli officially founded the Bormioli Luigi glassworks. It was only in the 1980s-2000s that the Group expanded its business to the luxury fragrances sector. In 2007, a new plant was acquired in Abbiategrasso, near Milan, which allowed the company to increase its production by 30%. In 2013, a new division called the Afterglass Factory, specializing in glass decorations, opened at the Parma factory. In 2017, Bormioli Luigi Group acquired Bormioli Rocco's Tableware division. This allowed us to expand our sphere of influence and increase our production capacity. In 2020, a sales office

opened in Sao Paulo, Brazil. Finally, in 2022, a new production line was inaugurated at the existing plant in Azuqueca, Spain. This plant, located 40 km from Madrid and owned by Bormioli Rocco, was acquired by our Group in 2017. It only produced tableware items. At the time, it was decided to gradually convert it into a plant dedicated to the fragrances and cosmetics sector. To do this, we decided to gradually install four new IS machines to manufacture vials, jars, and home fragrance containers: one, in 2022, then a second and third in 2023, and a fourth next year. In general, we use our expertise in the various glass technologies to increase our scope in the beauty sector.

■ In an interview in 2008, Alberto Bormioli stated: "I prefer to put money in machines rather than in the bank". He wanted to demonstrate his desire to invest in the right "production tool" for the right market! This is all the more relevant now.

Simone Baratta: All the more relevant, that's true! Because, despite the high pressure from



rising production costs, we continue to invest in our different units to meet increasing demand. A glassworks that does not innovate and does not invest will gradually lose out! In total, 200 million euros have been invested in innovation, sustainable development, and production capacity, taking us up to 2024. This includes investments in Spain to meet the growing needs of the beauty sector through product innovations to provide eco-responsible solutions with a 50% carbon intensity reduction target for 2030. It also includes investments to complete our Afterglass Factory (between eight and ten million euros between 2019 and 2024).

■ *The environment is a huge challenge for you, of course.*

Simone Baratta: Yes, of course, but glass, a material that is 100% recyclable and which can be recycled endlessly, has undeniable advantages as brands and consumers seek **solutions that are both more premium and more sustainable**. To meet these expectations, we are developing numerous innovations (lightweight solutions, recycled glass, interchangeable rings, etc.). Our Ecoline range allows us to offer a series of vials and jars with ultra-lightweight glass screw caps (58% lower weight compared to a conventional container). In terms of new products, we have developed a line of glass packaging for make-up (refillable lipstick, lip gloss, and mascara). Interchangeable rings are intended for the perfume and skincare markets and the development of refillable systems.

This results in a significant reduction in the number of tooling components and costs.

As for the use of PCR (Post-Consumer Recycled) glass, the demand for which is constantly increasing, most Premium brands demand it. The aim is to ensure that the percentage of PCR used is as high as possible without losing the quality of the vial or jar. This is not easy because resources in this field are limited and the quality is extremely variable. This requires us to be under contract with well-targeted service providers in order to sustain our supplies and our offering.



■ **Bormioli Luigi's story goes back much further, and, surprisingly, the family was originally French!**

Simone Baratta: That's right! Our company's origins date back to the Middle Ages. In the nineteenth century, the Borniolle family, which specialized in glassmaking, moved from France to Altare, in the province of Savone, Italy, where it changed its name to Bormioli. In 1825, the family moved from Liguria to Fidenza in the province of Parma and expanded its business in the Emilia-Romagna region. In 1946, Luigi Bormioli officially founded the Bormioli Luigi glassworks. It was only in the 1980s-2000s that the Group expanded its business to the luxury fragrances sector. In 2007, a new plant was acquired in Abbiategrasso, near Milan, which allowed the company to increase its production by 30%. In 2013, a new division called the Afterglass Factory, specializing in glass decorations, opened at the Parma factory.

In 2017, Bormioli Luigi Group acquired Bormioli Rocco's Tableware division. This allowed us to expand our sphere of influence and increase our production capacity. In 2020, a sales office opened in Sao Paulo, Brazil. Finally, in 2022, a new production line was inaugurated at the existing plant in Azuqueca, Spain. This plant, located 40 km from Madrid and owned by Bormioli Rocco, was

acquired by our Group in 2017. It only produced tableware items. At the time, it was decided to gradually convert it into a plant dedicated to the fragrances and cosmetics sector. To do this, we decided to gradually install four new IS machines to manufacture vials, jars, and home fragrance containers: one, in 2022, then a second and third in 2023, and a fourth next year. In general, we use our expertise in the various glass technologies to increase our scope in the beauty sector.



...our goal is to halve our CO2 emissions by 2030.

■ **In an interview in 2008, Alberto Bormioli stated: "I prefer to put money in machines rather than in the bank". He wanted to demonstrate his desire to invest in the right "production tool" for the right market! This is all the more relevant now.**

Simone Baratta: All the more relevant, that's true! Because, despite the high pressure from rising production costs, we continue

to invest in our different units to meet increasing demand. A glassworks that does not innovate and does not invest will gradually lose out! In total, 200 million euros have been invested in innovation, sustainable development, and production capacity, taking us up to 2024. This includes investments in Spain to meet the growing needs of the beauty sector through product innovations to provide





//

...glass has undeniable advantages as brands and consumers seek **solutions that are both more premium and more sustainable.**



eco-responsible solutions with a 50% carbon intensity reduction target for 2030. It also includes investments to complete our Afterglass Factory (between eight and ten million euros between 2019 and 2024).

■ *The environment is a huge challenge for you, of course.*

Simone Baratta: Yes, of course, but glass, a material that is 100% recyclable and which can be recycled endlessly, has undeniable advantages as brands and consumers seek **solutions that are both more premium and more sustainable**. To meet these expectations, we are developing numerous innovations (lightweight solutions, recycled glass, interchangeable rings, etc.). Our **Ecoline range** allows us to offer a series of vials and jars with ultra-lightweight glass screw caps (58% lower weight compared to a conventional container). In terms of new products, we have developed a line of glass packaging for make-up (refillable lipstick, lip gloss, and mascara). Interchangeable rings are intended for the perfume and skincare markets and the development of refillable systems. This results in a significant reduction in the number of tooling components and costs. As for the use of PCR (Post-Consumer Recycled)



glass, the demand for which is constantly increasing, most Premium brands demand it. The aim is to ensure that the percentage of PCR used is as high as possible without losing the quality of the vial or jar. This is not easy because resources in this field are limited and the quality is extremely variable. This requires us to be under contract with well-targeted service providers in order to sustain our supplies and our offering.

■ Which “flagship” products have been developed and marketed in recent months?

Simone Baratta: We have developed a lot of things recently. The market has been particularly buoyant and dynamic, especially in fragrances, both in Europe and the U.S.A. This includes a whole new collection of ultra-lightweight glass products, the development of a “refillable” jar (this model contains a removable glass cup that the consumer can buy in-store and easily replace. Its patented design is based on a special design with a plastic ring that provides security, sealing, and support. This sustainable packaging solution promotes a design that is all the more premium as its service life is ensured), and our Skin Lock system, which minimizes the amount of plastic used in packaging, that combines a glass cap and jar. The closure system is comprised of a plastic ring that seals the pack and keeps the parts in place through compression. This secures the product, keeps the pack airtight, and preserves the formula.

Regarding our developments for the mascara and lipgloss/lipstick markets, turnkey solutions include the vial and a ready-to-use application system. The decoration and shape (square section, oval, etc.) of the products can be customized.

For lipstick, the case comprises a glass base and a glass cap connected to an insert containing the lipstick tube. It is refillable, and the consumer can change the lipstick tube at the end of its life or alternate shades as desired while keeping the case.

The latest launch in this area is the refillable “Tango” lipstick made of glass and wood, created in cooperation with the Italian company mPacking, which belongs to the Minelli Group. The grained wood gives it a special look and feel. The glass adds to this “Premium” spirit, and its transparency gives an impression of lightness.

■ Energy must be a particularly sensitive topic for a glassworks.

Simone Baratta: You can say that again! I would say it is essential. Regarding the Beauty sector, our production tool is clearly evolving towards electric or hybrid furnaces. I would like to remind you that our goal is to halve our CO2 emissions by 2030.

■ You’ve been loyal to Luxe Pack!

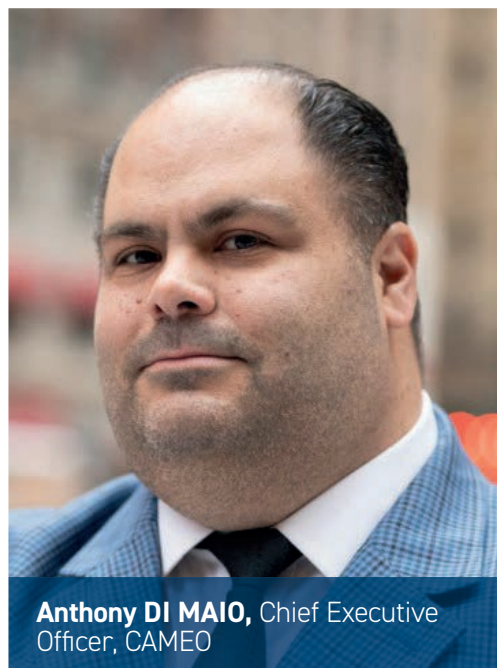
Simone Baratta: Of course! Without a doubt, these trade fairs are relevant to us, with the right positioning.



CAMEO

A Unique Story

The American firm is a specialist manufacturer of aluminum parts, mainly for the packaging of products in the Beauty and Wine & Spirits sectors. It is undoubtedly one of the oldest manufacturers of its kind, and the last family owned one remaining in the United States!



Anthony DI MAIO, Chief Executive Officer, CAMEO

■ Isn't Cameo such a wonderful story?

Anthony Di Maio: Cameo was founded in 1971 in Brooklyn, NY, by my grandfather, Antonino Di Maio. It started business with a metal finishing workshop of about 450 m2, manufacturing metal components for American writing instrument / pen manufacturers. In 1974, my father Vito, my grandfather's only child, joined the company. He decided to direct the company's activity towards the manufacture of metal packaging components mainly for the Beauty sector. In the early 1980's, the company invested in their own stamping facility in Connecticut to complement the finishing manufacturing facility in Brooklyn, NY. At the beginning of the 1990's, the company began major expansion, operating three manufacturing sites with a total surface area of over 9,000 m2. Nine years later, I joined the company full time to boost our presence worldwide, to develop a new company identity through increased presence in trade shows, and through the creation of a high-performance website including a complete catalog of stock tooled packaging components. In 2004, we participated in our first Luxe Pack New York, at the Metropolitan Pavilion. In 2006, my brother Vito Jr. joined the company and set-up a new quality control system, enhancing

“
We are very aware of our environmental responsibilities. Our main raw material is aluminum, as I'm sure you know has an infinite life cycle.

our reputation for quality and service that my grandfather had established. In 2010, we began to exhibit at the Luxe Pack Monaco show for the first time securing our presence as a global packaging provider. Since its creation in 1971, Cameo Metal Products has always been 100% owned and operated by the Di Maio family.

■ Could you give us some key figures?

Anthony Di Maio: Today, the company has around 75 employees in the New York / Connecticut area, with two manufacturing sites with a total surface area of over 14,000 m2. We have the capacity to manufacture around 600 million components a year, with more than 70 eyelet transfer presses. We have one of the largest stamping capacities in the United States and hold a product catalog of over 500 stock tooled packaging components. Our main markets are cosmetics, personal care and fragrances (40% of the business), spirits (40%) and other more varied sectors

includes child resistant closures for bottles and jars designed for the cannabis market. And yes, it sounds incredible but this market is literally exploding in the United States. Can you imagine, some areas are selling up to ten jars a minute!



■ How do you deal with these new environmental challenges?

Anthony Di Maio: We are very aware of our environmental responsibilities. Our main raw material is aluminum, as I'm sure you know has an infinite life cycle. It is one of the few products on earth that can be recycled endlessly, but we don't just rely on this huge advantage. We have also introduced several initiatives over the past few years to comply as much as possible with this new environmental preservation challenge. Our ultra-low VOC electrostatic coating system is the most tangible example, as it allows us to minimize the product used and creates minimum waste during application. We have also created our own process for recycling corrugated packaging. We reuse the empty cartons of our suppliers to the very end of life. Finally, we are introducing a new Eco-Coat system which has a very small environmental footprint in comparison with our buffing process and current anodizing processes available globally.



DAPY

Innovation, Service and Excellence

Probably one of the most loyal exhibitors of the various Luxe Packs held worldwide, in just a decade, Dapy has completely reversed the trend in its business segment from all plastic to a multi-material offer. The motto of this French company is 'Innovation, quality, service, and excellence!'.



Pierre-Yves AZUELOS, CEO, DAPY

■ *A story that started in 1980, and an impeccable track record that has increased your turnover by 250% in recent years!*

Pierre-Yves Azuelos: That's right! Since the beginning of this story, we have consistently demonstrated our ability to innovate, adapt, and transform the luxury packaging and display industry. We have a very broad customer base: from small corner shops to global designers and producers in all areas of packaging and POS. We work with the most prestigious designers to improve their customer experience and increase brand value.

Of course, progress has been in stages. At first, we had one supplier in France and we mainly made clear acrylic boxes for fashion companies. Three years later, the perfume and cosmetics industry took an interest in our products. In 2005, 95% of our turnover was made from plastic products, but with other plastics, such as PMMA, Copolymers, and Tritan. In 2006, the wine and spirits sector also took an interest in what we could offer. Today, this sector is our primary outlet and represents almost half of our business.

We were also among the first to relocate to Asia in 1992 and we are now among the first to set up production close to European, Asian, and North American markets.

Always a step ahead!

■ *From clear plastic to plastic in general and then to cardboard, wood, and metal, was there a real strategic shift in 2010?*

Pierre-Yves Azuelos: This desire to diversify our services and materials has long been a goal of ours. We were way ahead of the game in this regard. This strategy has obviously led us to find new sources in sectors, such as cardboard, wood, and metal. Regarding plastic, we also initiated our first investigations into finding and developing packaging made from recyclable materials around ten years ago.

It is important to understand that we produce products that are customised and tailored to customer specifications and market needs. Thanks to our extensive expertise in manufacturing processes and use of materials, we can respond to any briefing. Every production is subject to numerous quality controls, and our production sites are regularly audited by the largest stakeholders in the luxury industry.

■ *How many suppliers do you work with?*

Pierre-Yves Azuelos: They are not suppliers but exclusive partners. We never wanted to trade so these factories work exclusively for us. Whether in plastics or cardboard processing, they are located either in China or Taiwan as well as, more recently,

in Europe and the USA. We have been offering a production of assembled boxes and cases in Lithuania for six months, and, a year ago, we also contracted two suppliers in the USA specialising in the manufacture of assembled boxes and multi-material packaging.

The most important thing is service. This is also why our customers are loyal to us. Speed of production of a prototype, compliance with delivery dates, quality of service and follow-up of operations, impeccable after-sales service, etc, there are no secrets!

■ ***Of course, the environment is an essential aspect today!***

Pierre-Yves Azuelos: You mean 'vital'!

The entirety of a project can only be considered from a sustainable perspective, from design to production, delivery and up to the end of the product life cycle. We pay special attention to designing adaptable and deconstructable products, purchasing the right materials, reducing waste and

energy consumption in our production processes and facilities, using reusable and FSC packaging, and reducing our carbon footprint at every stage. We strive to only use premium and recycled or recyclable materials from sustainable sources.

We work closely with our customers to optimise product design for second life and proper recycling based on existing channels and processes in the destination country.

We design our battery-powered systems to be rechargeable and easy to dismantle for better recycling.

We optimise product packaging and freight logistics to minimise our carbon footprint during transport.

We only use environmentally-friendly surface treatments with the implementation of industrial recovery.

We continuously invest in our facilities to reduce energy consumption, from administration to manufacturing.

Finally, we are constantly investing and looking for biomaterial alternatives to use for a greener future.

//
Since the beginning of this story, we have consistently demonstrated our ability to innovate, adapt, and transform the luxury packaging and display industry.





■ Please name the most recent products you think are the most important in your offering.

Pierre-Yves Azuelos: I can cite Guerlain's Aqua Allegoria dummy, which faithfully reproduces Guerlain's new fragrance in every detail, as well as the Montblanc Signature fragrance display with removable back base for transport savings and easy recycling. Another design of note is the Palma ice bucket and its standard bucket which is made from recyclable or (new) compostable materials. The new-generation illuminated labels for Perrier-Jouët X Label is a great success for the nightlife segment. They are rechargeable and reusable to better protect our planet. Another example is the Ritz Carlton Mooncake box made from FSC cardboard for the Asian market and the Moon Festival. Finally, the most noteworthy is VETA+ Paper pulp, packaging entirely made from new-generation compostable, biodegradable, and dyeable cellulose pulp.

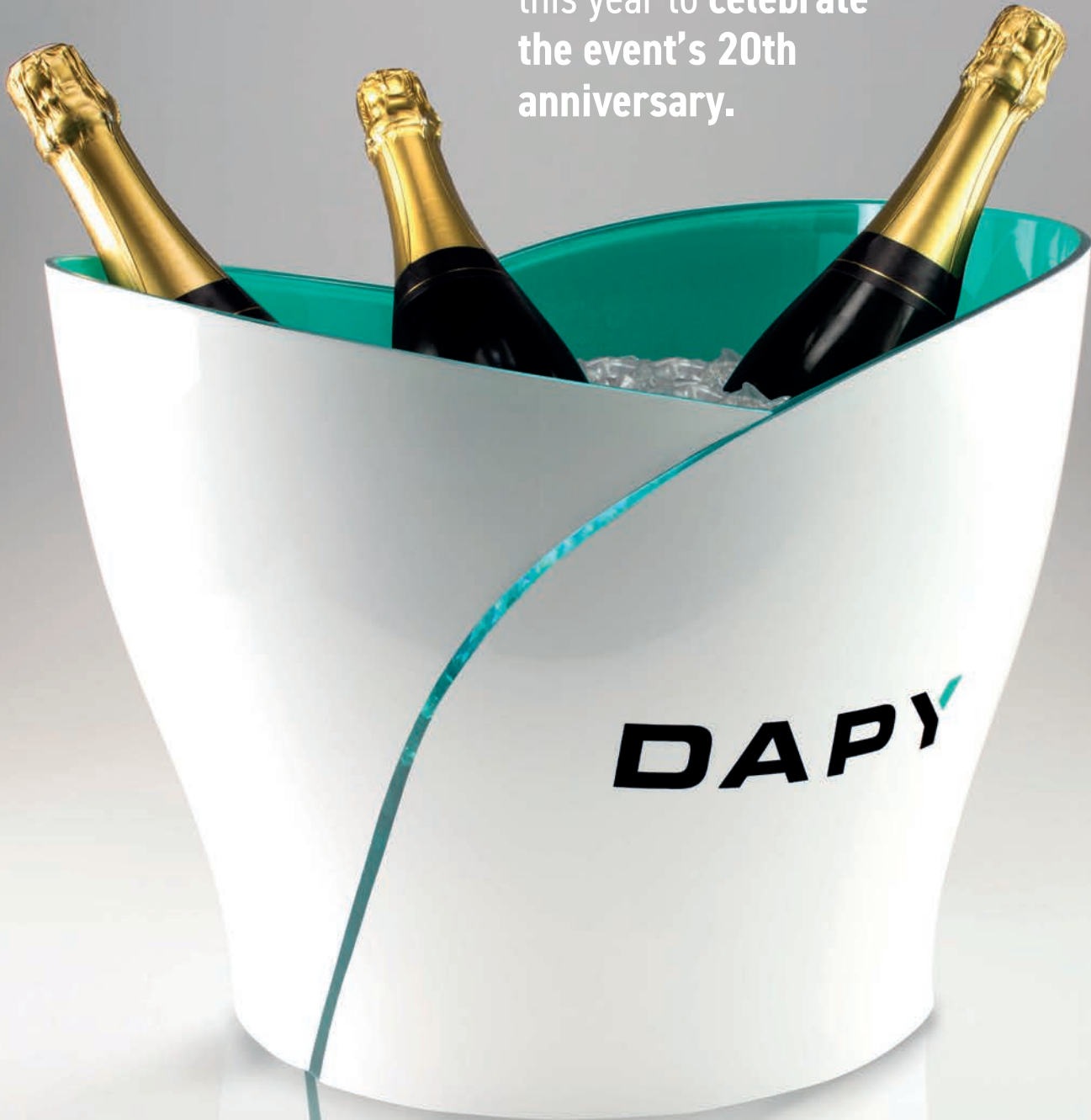
■ A 'Luxe Pack' trade show regular...

Pierre-Yves Azuelos: Why change a winning team? Every year we exhibit at Luxe Pack Monaco, Luxe Pack New York, and Luxe Pack Los Angeles. And we are thrilled to be one of the most loyal companies in New York this year to celebrate the event's 20th anniversary.



//

We are thrilled to be one of the most loyal companies in New York this year to **celebrate the event's 20th anniversary.**



DAPY

Luxury Paperboard Has A Name:

HOLMEN IGGESUND

There aren't many brands within the premium segments who don't know the Swedish paperboard supplier Holmen Iggesund and their iconic product brand Invercote, known for high-quality and exceptional printability. Fewer know that Invercote was born as from a direct result of the American market demands in the 60s. That was their beginning, and today Holmen Iggesund has had a consistent presence in the American market for more than forty years.



Rickard ÖSTERLINDH, President
HOLMEN IGGESUND AMERICAS

■ *Could you tell us a little bit about the Holmen Iggesund story and your product brand Invercote?*

Rickard Osterlindh: The Holmen Iggesund Swedish operations started as early as 1685, but as an iron mill. Back then, wood from the surrounding forests was used to power the manufacturing process, but at the beginning of the 20th century, we began to produce pulp. Many tried their luck during that time producing paper pulp, and in just a few decades the northern part of the Swedish east coast was filled with a string of pulp mills.

The CEO of Holmen Iggesund, Gunnar Sundblad, realized that you must strive forward to be competitive in the long-term, and to get a glimpse of the future, he sent his son Lars to the US to capture the trends of the time. Lars was tasked with looking specifically at American tissue products, and sure enough, he could tell that the paper napkins used at the Canadian Club in New York were of fantastic quality. But his biggest impression was the rapidly emerging market for packaged food, which at the beginning of the 50s had no equivalent in Europe.

Lars summed up his impressions by saying "You have to be able to print on the paperboard with the very best quality,

//
**Premium can
of course
mean many
things. To us it
means creating
packaging that
stands out due
to elegance**



Neal HAUSSEL, Director, Brand
Owners & Sustainability, HOLMEN
IGGESUND

otherwise the consumer won't realize the quality of the product," and with that, the board at Holmen Iggesund took the risky decision to invest in cardboard production, largely inspired by the paperboard materials on the American market. Being the first company to manufacture solid bleached boards in Europe was initially seen as a gamble because the market didn't know the product and even if it did, there was no demand. However, looking back now, the venture is seen as having secured Holmen Iggesund's future. When production started, we didn't even have samples, and customers were shown materials from American paperboard mills.



"We're going to make this kind of paperboard, only better," the young Lars G Sundblad instructed the sales force in the early 1960s. Lars had now succeeded his father as CEO.

Invercote, as the paperboard was named, was an immediate success. First within the food segment, but thanks to the quality and outstanding printability, it gradually grew within the premium segment, which today dominates sales.

"Premium can of course mean many things. To us it means creating packaging that stands out due to elegance, or built-in functions that are hard to achieve with other materials. Invercote gives you a low-carbon, renewable material with exquisite color reproduction, a whiteness that lasts, and above all and above all allows for the production of packaging that does not crack on the fold," says," says Rickard Österlindh, President Holmen Iggesund Americas.

Invercote has now been on the American market for more than 40 years, and Rickard is proud of how its availability has developed. Today, Holmen Iggesund has warehousing and service partners that enable even the most demanding American customers to get the service they need.

"And that's saying a lot in a country where fast and exceptional service means everything," he adds.

The physical characteristics of the board and the service that's included are important, but Holmen Iggesund's commitments go far beyond the borders

of the United States.

"For the brand owners we work with, it's also extremely important to be able to offer the same products combined with sufficient service levels across global markets. Some of our customers produce packaging in the USA, Europe, and Asia, and then it's of course a strength to be there", Neal Haussel, Director Brand Owners & Sustainability, adds.

■ *Environmental concerns are obviously fundamental to you. What are your actions and strategy in this area?*

Neal Haussel: Climate change is the greatest challenge of our time. How we address this crisis will determine the future of our planet. Climate change demands real change. Companies and brands in all segments are committed to ambitious targets that challenge business models and require a transition towards sustainable solutions. Packaging solutions and materials play an important role in making the Paris Agreement a reality.

Both of our manufacturing sites have received EcoVadis's platinum ranking, placing Holmen Iggesund in the 99th percentile of respondents. The Iggesunds Bruk plant also received the prestigious EcoVadis Leadership Award for 2021 for recognition of its sustainability performance.

"Forestry is a long-term commitment. Within Holmen, we manage the forest for almost a hundred years before it is ready to be harvested. The bigger part of the tree becomes sawn timber for building houses, and the leftover wood parts become paperboard, a climate-smart and renewable packaging material. Every year we produce close to 35 million seedlings to ensure regrowth. When customers receive our paperboard, we've already had in our hands for a hundred years," Neal proudly tells us.

At a time when many forest industry companies do not own forests, the Holmen Group is an exception. They have chosen to own and manage their own forests in order to provide a long-term supply for the group's industries, while at the same time protecting biodiversity.

"We have a unique history of sustainability. The forest provides sustainable products from renewable materials, which can also be recycled. Customers with well-organized sustainability initiatives recognize this, and this is an important reason behind our success," underlines Neal Haussel.

In addition to paperboard manufacturing, the Holmen Group also includes forestry, hydropower, wind power, book paper, and wood construction details. All renewable.

■ *You seem to be collaborating a lot with others, can you tell us a little bit more about that?*

Rickard Osterlindh: We believe in collaboration as a way to explore the possibilities with paperboard and future packaging. Joining forces with others, whether it's customers or others, working with new solutions for sustainable packaging, gives us a better understanding of what the future will look like. It has given us the chance to work with really interesting partners and customers with a



focus on fiber-based packaging solutions.

The shift from fossil to renewable is emerging, and we need to work together with others at the forefront to find packaging that helps speed up the transition.

■ *You are a regular at Luxe Pack shows around the world.*

Neal Haussel: We are indeed big supporters of the Luxe Pack shows and have been part of Luxe Pack NY since the beginning, with just a short break during Covid. We are very happy to be back! It's a highlight of the year for sure. It's important to us to meet customers face-to-face not only from the US but also from Asia and Europe. The Luxe Pack shows provide the perfect venue for us to meet, network, and team up with customers and potential customers who are looking for the very best when it comes to packaging. It gives us an opportunity to tune into what customers are thinking about and how we can meet their expectations.





PROCOS

25 Years Already

German firm Procos's 25th anniversary coincides with Luxe Pack New York's 20th anniversary, this year.

This company, founded in 1998, specializing in the design, manufacture, and marketing of paper bags, cardboard boxes, and boxes, most of which are high-end, has an impeccable track record. 2023 will be a pivotal year for this company, which almost doubled its turnover between 2019 and 2022, from 26 million euros to 50 million euros! This period was all the more decisive for the company as it decided, two years ago, to reaffirm its positioning on sustainable packaging – for anyone who had not already realized this – through a clear and visible base line under the company logo: “Procos, sustainable secondary packaging for luxury brands!”



Leander KRITIKOS, CEO, PROCOS

■ Where do you come from, and who are you?

Leander Kritikos: Since 1998, we have designed luxury, quality, and sustainable packaging for global brands, such as exclusive bags, fully customizable, practical and functional gift boxes and cardboard packaging for retail and e-commerce.

We started by marketing paper bags, and, following demand, we opened up our portfolio to all types of boxes. Our universe is clearly luxury, with the fashion sector being a major market (40% of our business) followed by Beauty (35%). Then, still with this high-end concept, we successfully diversified our market in 2015 by providing the e-commerce sector with real acceleration in 2021. This explains the significant increase in our turnover since that date.

It seems an evidence to us that we should be where our customer needs us. Our global footprint is one of our key assets. We produce and market luxury packaging that

meets the highest standard of luxury. What is also increasingly important to us is sustainability.

We also offer elegant, refined accessories and woven products, such as bags, tote bags, and clothes bags.

■ How important is the US market for you today?

Leander Kritikos: Procos Americas has been around for a few years now. Previously, we were present through a partner.

We have an office in Manhattan.

We work on site with dedicated teams who advise and support brands in the development of their packaging projects, from receiving the brief up to delivery of products.

We want to better support and stimulate local demand. Today, on-site visits and face-to-face meetings are easier thanks to the improved health

situation. Logistics-wise, the finished products are transported more quickly and efficiently from our

//
We were one of the first suppliers to offer FSC® materials and PCW paper on the market.



production unit to our customers' warehouse. In terms of markets, we mainly focus on cosmetics and fashion.

We are all the stronger and more present in these two markets because we offer a complete supply chain solution (including the right software, storage, and logistics to supply stores).

From an environmental point of view, CO₂ consumption is, of course, lower since we produce as close as possible to demand. Finally, this US office facilitates our relations with local customers administration-wise.

Overall, although we were initially very "Asia" focused regarding our partners, we now also offer a complete "Made in Europe" packaging portfolio (42% in Europe and 58% in Asia) with production sites in Eastern and Western Europe.

■ What is your stance on the environment?

Leander Kritikos: We were one of the first suppliers to offer FSC® materials and PCW paper on the market. We work closely with our partners to offer environmentally friendly solutions.

An example of this is our "Yoga Light" box, which is made of a special material that weighs much less than a standard chipboard box. The production of 5,000 of these boxes saves 1 ton of CO₂ emissions. This box is single material! There are no magnets or stickers.

We also apply this idea of single material solutions to bags. We offer paper bags with paper handles, made from recycled and fully recyclable materials. When we have a request for plastic, we always offer another more environmentally friendly solution. And the customer often ends up choosing that solution.

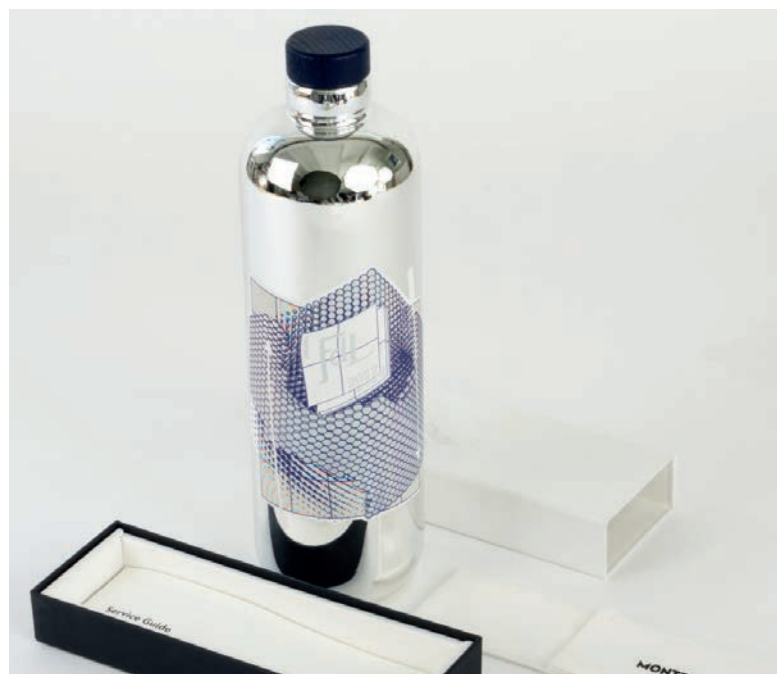
■ Luxe Pack New York continues to be your regular event!

Leander Kritikos: Exhibiting at Luxe Pack offers us the opportunity to test and develop new strategies while promoting our solutions and showcasing our latest innovations. Luxe Pack trade fairs are still the place to be. The relaxed ambiance of these trade fairs allows us to showcase our professionalism mainly thanks to visitor quality.

■ Will you be exhibiting any other new products at the next trade fair?

Leander Kritikos: I told you about "Yoga Light". Our latest E-com box, with its special tray to showcase "goodies", is of note.

It definitely has a "WoW!" effect. I could also tell you about our "0% plastic" gift bag made of 100% PCW paper with Tencel® (100% organic fiber) handles. But it is probably simpler to just come and see us!



SLEEVE

50TH Anniversary this year

Sleeve Group is celebrating its 50th anniversary this year! This anniversary testifies to the Group's expertise in shrink-sleeve technology (heat-shrinkable label), its constant search for innovation, and its international development serving the most prestigious brands in Beauty and Wines & Spirits.



Eric FRESNEL, owner and Chairman,
SLEEVE

■ *You're celebrating your 50th anniversary this year! Has this been a family, financial, and technical saga?*

Eric Fresnel: Sleeve is a family-owned group that started out as a start-up which – as our baseline indicates – has combined science and emotion for 50 years: “science creates emotion and emotion inspires science”. Today, we have operations on all five continents. This global presence allows us to be close to our customers. We have been active on the North American market for over 25 years, and we support the development of Luxury Beauty and Wines & Spirits brands.

Our Group's innovation, creativity, and expertise (over 250 patents, its exclusive material formulations) combined with technological control of the entire value chain, transformation, and equipment manufacture help brands develop their sensory identity and create a unique relationship with their consumers. Sleeves provide personalization, dynamization, and security solutions.

So we are celebrating our 50th anniversary. Fifty years of international development, in particular thanks to flagship events, such as the Luxe Pack trade fairs and, more specifically, the Luxe Pack NY trade fair, in which we have been participating since the very first event twenty years ago. Fifty years of innovation that has shaped the Luxury world by supporting

//
**Our Group
helps brands
develop their
sensory
identity
and create
a unique
relationship
with their
consumers.**

Brands in their search for differentiation and story telling. By way of example, I can cite some of our innovations inspired by timeless luxury codes, such as PureWhite®, a porcelain finish with the YON-KA brand for a limited edition designed by illustrator Fifi Mandirac. SkinEffect®, with its 3D sensory and tactile effects chosen by ORIBE to create the 10-year anniversary collection of its textured hair product by reproducing festive black and gold sequins. Another example, for champagne this time, is the launch, 13 years ago, of IceClub®, an opaque white finishing for MOET & CHANDON's famous IMPERIAL ICE, which has since become emblematic of this consumption on ice.

■ *Fifty years of rewards shared with your teams and customers!*

Eric Fresnel: That's right! This recognition is also due to all our employees and their dedication. Their hard work and constant search for excellence, the key to our success, must be hailed! It has allowed us to receive numerous awards, including the Formes de Luxe award in 2006 for Flower By Kenzo decoration, which combines the expression of the brand's image, the fragrance's

security, and the fragrance's protection from light. We also received numerous awards for the Canne Bleue vintage collection by Rhums Clément, which showcased Sleeve innovations with a “Bronze



IceClub®



CANNE BLEUE - RHUM CLEMENT



IceClub®

MOËT & CHANDON



SkinEffect®

ORIBE

Pentaward" in 2015 for an all-textured version using Skinsense® followed by another "Bronze Pentaward" in 2019 for an evocative version of the porcelain bottles, one of the first applications of IceClub® in the field of spirits, and a PLD certificate in 2021 for a festive and sensory creation, a blue metal and gold glitter label. And last but not least, a "Red Dot Award" in 2018 for the Laolu limited edition of Belvedere vodka. And since it is the Group which organizes the Luxe Pack trade fairs and publishes the Formes de Luxe magazine, we must cite our Formes de Luxe award in 2020 for Moët & Chandon's exceptional "Signature" vintage for which we combined the best of our expertise and products.

■ What is Sleever's economic weight today?

Eric Fresnel: I should remind you that we are the creator of the concept and the innovative pilot of this shrink-sleeve technology. We currently make 70% of our turnover in exports, of which almost 20% are in North America. Our offer includes shrink-sleeves as well as the manufacture of dedicated machinery for their application and services. The Group employs 1,000 people and has an annual turnover of 150 million euros, including 8 million dedicated to research and development. It has eleven industrial sites located in North and South America, Europe, and Asia.

■ You are present in a large number of markets and provide turnkey solutions!

Eric Fresnel: Indeed, our expertise applies to multiple markets ranging from luxury and premium

markets, such as Wines & Spirits, Perfume, Care, and Makeup, to demanding and very different markets, such as Pharmacy.

The Group's technical mastery of the entire value chain, with the integration of all business lines, allows us to offer turnkey solutions to luxury brands and stakeholders, with equipment integrating a circular economy and reducing the carbon footprint. Integrating specific modules, such as marking systems (code, serialization, etc.) for traceability and late differentiation, offers great flexibility.

■ Environmental and carbon intensity reduction have become major issues!

Eric Fresnel: Obviously! Our commitment to the ecological transition goes back more than twenty years! As part of their CSR policy, Luxury Brands have, for several years, oriented their packaging and product strategy towards specific solutions built around the famous "3Rs", for which we have designed specific responses:

- **Recycling:** in essence, the shrink-sleeve label is adhesive-free – consequently a temporary, identifiable, and separable finishing of primary packaging. This allows us to offer 360° labeling and decoration solutions while respecting the recyclability of packaging. To enable brands to integrate the circular economy with their PET packaging, we have developed LDPET®, which promotes the closed-loop recyclability of PET and is approved by EPBP packaging in Europe and APR packaging in the USA.

- **Reuse:** we are increasingly integrating recycled materials into the composition of our sleeves and offer Brands a range of labels and security and promotional products incorporating 30% PCR certified by RecyClass®. We offer shrink-sleeves with pre-cut perforation systems to separate the sleeve from its packaging after use, facilitating its separation and reuse of primary packaging.

- **Reduction:** we are strongly committed to this eco-design approach, which involves reducing material and thickness, in order to move towards carbon neutrality. Our LWPET® product offers a 50% reduction in sleeve thickness depending on usage. In general, we aim to support market trends in order to offer our customers solutions that are in line with their challenges. Thus, in terms of ecological transition, we have researched and developed circular economy products for twenty years. This is at the core of our strategy.

■ *Is one of your strengths the diversity of your markets and therefore your offer?*

Eric Fresnel: Yes. We also support brands in their transition to the digital economy, including our latest innovation KolorSmart®. This is a cutting-edge technology that offers a new visual recognition solution allowing the brand to offer the



LDPET®

ELSEVE - L'OREAL



consumer a physical journey to maintain the link between them and the Brand from the point of sale to the home and vice versa. Thanks to this made in France breakthrough technology, the product, connected through its graphic design, also offers the Brand data and visibility on consumer behavior and their purchasing intention.

In a context where the gearing of consumer offerings and the atomisation of markets have changed the product life cycle, understanding the consumer journey, combined with late differentiation, makes sense in this new offering.

Brand behavior needs to be agile and flexible in order to adjust production and distribution flow. To enable them to respond easily to fluctuations in demand, we offer full-service services. For 50 years, we have prioritized a process that is as close as possible to the customer in terms of finishing and we have developed our industrial capacity to suit this mode of operation that includes Brand and product image, marketing, and packaging including the management of component flows and supply chain logistics.



SkinSense®

CANNE BLEUE - RHUM CLEMENT

YOUR GLOBAL LUXURY PACKAGING BUSINESS SOLUTION

ÉDITION SPÉCIALE BY LUXE PACK
JUNE 7 - 8, 2023

CARREAU DU TEMPLE - PARIS

LUXE PACK MONACO
OCTOBER 2 - 3 - 4, 2023

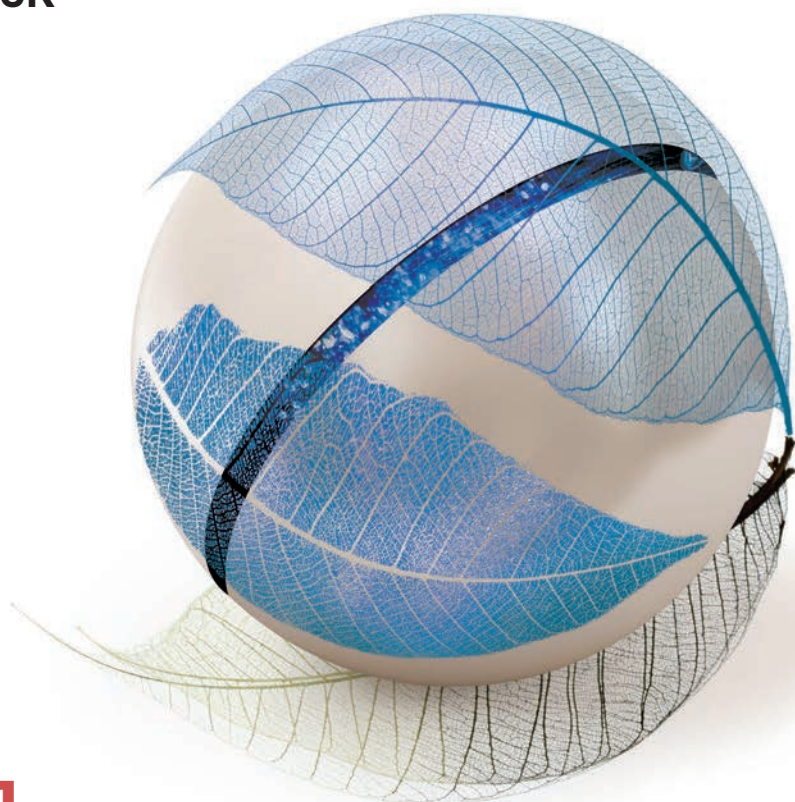
GRIMALDI FORUM, MONACO

LOS ANGELES
FEBRUARY 14 - 15, 2024

CONVENTION CENTER, LOS ANGELES

LUXE PACK SHANGHAI
APRIL 10 - 11, 2024

SHANGHAI EXHIBITION CENTER, SHANGHAI



SAVE THE DATES FOR YOUR EAST COAST 2024 EDITION

LUXE PACK
NEW YORK

The premier trade show for creative packaging

M A Y | 20
08 - 09 | 24

JAVITS CENTER, NEW YORK