

VERPACK DEPLOYS ITS GLOBAL OFFER FOR AN EXCEPTIONAL CALENDAR FOR L'OCCITANE

FOR THIS COMPLEX, INNOVATIVELY SHAPED COFFRET, L'OCCITANE EN PROVENCE RELIED OF EVERY ASPECT OF GROUPE VERPACK'S IN-HOUSE EXPERTISE, FROM SHAPING THE PROJECT TO FILLING THE PRODUCT. THIS REPRESENTED A NUMBER OF CHALLENGES. THE ENVIRONMENTAL IMPACT WAS REDUCED TO A MINIMUM.

A historic Groupe Verpack customer, l'Occitane en Provence is constantly reinventing itself. Throughout the year, the brand is consistently creative without compromising on its environmental commitment. For this past holiday season, its desire for innovation was met thanks to the group's complementary capacities within France, something exceptional in Europe.

When closed, this creation has the shape of a cube that is easy to transport and store. The surprise is found on the inside. By opening fully, the coffret becomes a calendar, revealing 24 hidden niches. L'Occitane called it My Magic Advent Box.

A GLOBAL OFFER AND TAILORED SERVICE

The story began with a project the brand had been thinking about for some time. Nicknamed "Rubik's Cube," it needed to combine a practical shape with a theatrical opening gesture to reveal a the tableau inside. This creation, made fully from cardboard, necessitated a lot of upstream work from Verpack's integrated design office. The cardboard structure is coated with printed paper, with each niche designed like a case that is inserted into the structure. Printing with precise calibration of the colors, cutting, gluing of each box, automated assembly for the coffret, manual folding and assembly, filling...the many steps needed to seamlessly be coordinated thanks to the flexibility of the project leaders, acting like the conductor of an orchestra. This was the challenge: ensuring the perfect coordination between manual and automatic operations, quality checks, managing reduced transport times, coordinating scheduling for both machines and personnel, right down to filling the products in line.

MADE IN BURGUNDY

This industrial and logistic challenge was accomplished at Groupe Verpack's two sites in Burgundy. Between them, they offer all the specific skills necessary for this project. Their proximity allowed a reduction of transportation needs and the optimization of shuttling between the two sites. To act on carbon dioxide emissions, the coffrets – which are practical to box because of their shape – were fitted into specific non-woven containers, removing the need for supplementary packaging, significant saving in terms of materials.

