

GROUPE VERPACK ACCOMPANIES TELMA 01 FOR ITS MARKET LAUNCH.

FOR TELMA 01, THE ON-THE-GO PRODUCT FOR PERIOD PAIN AND ANXIETY, GROUPE VERPACK TEAMED WITH THE BRAND TO DESIGN AN IMPACTFUL AND SUSTAINABLE BOX COHERENT WITH ITS IMAGE.

“Do as planned:” this tagline sums up the product’s commitments. TELMA 01 has hit the market with the ambition of soothing period pain and anxiety. Its relaxing and anti-inflammatory properties stem from the combination of seven active ingredients selected for their proven efficacy, combined in a 100% natural formula with multiple certifications. It is delivered as a roll-on, with an anti-UV lacquered glass bottle and a roller ball made from rose quartz.

A REMARKABLE BOX

To protect the product throughout its useful life, Groupe Verpack has designed a hard-wearing outer pack with an internal support that was made to measure and represents a significant reduction in the amount of cardboard used. For the décor and printing, Verpack’s site in the Southwest of France offered partly bio-sourced inks. The challenge of this was to achieve the vivid, dense shade of red needed without multiple layers.

“With Verpack, we have found the ideal partner for the launch of TELMA 01. The box responds to all our needs, throughout the product’s useful life. The user keeps the box for storage or on-the-go use. That was our aim,” explains Virginie, director of the TELMA brand.

