

VERPACK CREATES A NEW ECO-DESIGNED BOX FOR MADEMOISELLE ROCHAS

ADMIRER FOR THE ELEGANCE OF ITS SPARKLING PALE PINK DÉCOR, FOR ITS ANNUAL CAMPAIGN, THE BOX FOR MADEMOISELLE ROCHAS HAS BEEN UPDATED WITH A MORE SUSTAINABLE VERSION. WITH THIS DEVELOPMENT, GROUPE VERPACK IS HIGHLIGHTING ITS COMMITMENT TO HELPING BRANDS TO FIND TARGETED SOLUTIONS.

Destined for Mademoiselle Rochas in its 50ml format and its 4.5ml mini version, both held in place with a cardboard insert, this promotional case highlights the brand's positioning with a more sustainable approach.

THE BEST OF BOTH WORLDS

Within the framework of its partnership with the brand, Groupe Verpack reflected on glitter and its impact on the environment. The solution suggested thanks to the company's Tours factory was to use a screen-printed varnish that contains compostable, biodegradable glitter, thereby alleviating issues with recyclability.

A WINNING SOLUTION

The Verpack team's approach, centered on research into solutions that alleviate the sustainability barriers of decoration, a major stumbling block for the industry, stood out for Interparfums. The coffret retains its premium codes while being more sustainable, in line with the brand's CSR ambitions.