

## **VERPACK TRANSFORMS HUILE PRODIGIEUSE BY NUXE® INTO AN ICONIC ADVENT CALENDAR**

FOR 2025, NUXE MADE THE DARING DECISION TO CREATE A GIANT VERSION OF THE BOTTLE OF ITS STAR PRODUCT HUILE PRODIGIEUSE®. GROUPE VERPACK WAS IN CHARGE OF THE GLOBAL DEVELOPMENT, FROM TECHNICAL CONCEPTION TO THE DELIVERY OF PACKAGED PRODUCTS.

This project is a perfect example of how Verpack's team collaborates with brands based on a partnership approach. It involved research, largely for product design and conception to counter constraints around the weight of the calendar once filled, since it is designed to be held by its "lid": specialized cutting, the choice of finish, and the quality of the gluing process were all key.

### **24 DAYS OF SURPRISES**

Respecting the proportions and shapes of the bottle and recreating its golden lid in three dimensions, this rigid coffret is designed with two panes that, when combined, contain 24 sections of different sizes. When closed, the lid takes shape as the two sides fit together.

The décor is achieved using metallization transfer – that is, by applying a film and then removing the plastic part. Printing is performed using the four-color method while the brand's logo is achieved thanks to hot stamping. Assembly for the lid was performed by hand, while the body of the calendar was created by machine. Verpack was also in charge of packing the products into each box and fitting them inside the calendar, with each featuring a cardboard cross designed to reinforce the structure.

For this launch, Groupe Verpack responded to the brand's demand for a full-service solution combining expertise from three of its facilities: Printing in Avallon, manual operations and packing in Migennes, both in Burgundy, and the manual assembly of the lid in Sousse, Tunisia.