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VERPACK REINVENTS THE COFFRET OPENING PROCESS, REMOVING THE NEED FOR CELLOPHANE

NAMED COUPE-FIL, THIS PATENTED PROCESS CONSISTS OF SEALING A COFFRET AFTER IT IS FILLED, ALLOWING IT TO BE OPENED BY THE CONSUMER WITH A SINGLE GESTURE. THE TECHNIQUE ALLOWS BRANDS TO BYPASS THE NEED FOR AN OUTER SHEATH AND CELLOPHANE WHILE PROTECTING PRODUCTS AT THE POINT OF SALE.

For premium brands, the cellophane wrapping and sheaths that are generally used to protect coffrets after they are filled represent laborious yet incompressible steps.

To simplify the chain of production and reduce the use of materials, the group's R&D division has worked to eliminate the need for sheathing and cellophane, all the while holding the coffret together, protecting its content and offering the guarantee to consumers that their product has not been opened before.

The concept is based on a combination of elements:

- It is applied to a coffret made up of a base and lid assembled with a groove of a given height.
- Once the coffret has been filled, the two parts are sealed together with double-sided tape.
- All the consumer has to do is pull on the end of the string, which severs a hidden paper tongue within the groove and allows the coffret to open.

A PATENTED PROCESS

To validate this process, Groupe Verpack performed a multitude of tests and trials to perfect the pack's resistance to opening and the practicality of the gesture, while preventing tearing or the string getting trapped. This operation offers a guarantee of inviolability and an opening gesture for consumers that brands demand.

Verpack's Coupe-fil coffret can be developed in any size and is suitable for a broad variety of product categories (fragrance, cosmetics, jewelry, chocolates or spirits).