

A spritz of inspiration

Puig chooses The Glass Polymer for superior aesthetics, design flexibility, and durability.

We can kick around the great impact resistance and molding flexibility advantages of The Glass Polymer, but the bottom line is that unique aesthetics will always “wow” the consumer. Traditional uses of The Glass Polymer showcase classic elegance with the transparent and frosted vessels, but the versatility of this material lets you do your own thing!

Puig Prestige Beauté en France understands that continued innovation in the market is needed to stand out on the shelf. That’s why The Glass Polymer was specified for its perfume pocket spray. The pocket spray holds the prestigious fragrance of Paco Rabanne pour Homme. The thin, rectangular-shaped packaging comprises a container with a spray cap and two outer half shells made from The Glass Polymer.

Capitalizing on the diversity that’s achievable with the material, manufacturer Lisi Cosmetics created a chromium-plate finish on one half shell and a soft-touch skin on the other. Hot print decoration is used on the back shell to highlight the product name. Excellent impact resistance and the molding flexibility of The Glass Polymer, coupled with unique aesthetic elegance, initially attracted the design team to the material. And when they got their hands on it, they knew they had made the right decision.

Beauty and brawn

“The Glass Polymer provides us with the perfect solution from both a design and processing standpoint,” says Xavier Leboucher, packaging development team director at Puig. “It is the only material we have encountered that can survive the plating treatment and still achieve a metallic layer with a stretched, smooth finish. Plus, thanks to the excellent decorative flexibility offered by the resin, we were able to use a variety of treatments, such as lacquering and hot print, to create the desired final result.”



For more information on The Glass Polymer™ family of cosmetic materials, visit www.Eastman.com/TheGlassPolymer.



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