

GROUPE VERPACK CELEBRATES A VERY FRENCH CHRISTMAS

WITH ITS MADE IN FRANCE SIGNATURE AND ITS READY-TO-GO OFFER, GROUPE VERPACK HAS ONCE AGAIN CREATED A MULTITUDE OF FESTIVE CREATIONS. WHILE ADVENT CALENDARS AND CHRISTMAS GIFT SETS ARE A SOURCE OF ABUNDANT CREATIVITY AND INNOVATION, THE GROUP PRIDES ITSELF IN OFFERING PRODUCTS THAT COMBINE TECHNICAL FEASIBILITY WITH COST EFFECTIVENESS AND SUSTAINABILITY.

CAUDALIE'S SUSTAINABLE FESTIVE COFFRETS

Once more this year, Caudalie's brand coffrets take on a festive look while factoring in environmental considerations. The brand was keen to prioritize recycled and recyclable FSC materials and cardboard inserts as well as FSC micro-corrugated elements. The closure for the coffret is realized with a sticker to avoid the use of magnets. Offset printing with plant-based inks is used and protected with a mat varnish to remove the need for lamination.



BESPOKE CRACKERS FOR NUXE



For this new creation housing Huile Prodigieuse in a roll-on format, Verpack developed a new cracker shape as well as an in-store display designed like a large case. In line with the brand's demand for a zero-waste décor, the Avallon factory in Burgundy used a metallization technique with no plastic film. An elegant contrast of mat and shiny finishes highlights the pack's esthetics. Assembly and packing are done at the factory, a bespoke service that is rare on the secondary packaging market.



MERCI HANDY, 24 DAYS OF SWEETNESS

Following its Winter Galaxy cabin in 2022, this year a miniature refrigerator with an original design celebrates the collaboration between Merci Handy and the American grocery store Cometeshop. Verpack was able to create this book-shaped coffret using automated production, largely with existing tooling. The compartments housing beauty products and candies are housed within the principal container, in which 24 boxes fit thanks to a complex insert system. The product in its entirety is four-color printed and protected with a varnish.



L'OCCITANE TAKES TO THE STAGE ONCE MORE

After the success of its previous calendar with its spectacular design, L'Occitane returns with a new edition. It stands out for the creativity of its compact, easy to carry module that folds out like a theater. As a historic partner with the brand, Groupe Verpack once again rose to the challenge with production that is now entirely done in France. With a multitude of both manual and automatic operations, assembly and on-site packing and downscaled logistics make this project an exclusive experience. An additional challenge lay in replacing hot-stamped décor with a delightfully colorful design.

(<https://fr.loccitane.com/calendrier-de-lavent-le-coffret-aux-24-merveilles-10CAMAG23.html>).

