

Luxury Planet Packaging meets in Monaco

In late September, the legendary Principality of Monaco became Planet Packaging. Despite the absence of a few big names, the event reinvigorated the luxury packaging sector with a number of long awaited innovations, state-of-the-art packaging and several awards. Dominique Huret from Cape Decision reports for PKN.

AFTER a year like no other, finally a packaging fair took place on-site, face to face. The luxury packaging industry and major agencies gathered 450 companies and hosted nearly 8000 visitors at this year's Planet Packaging. In the corridors of the Grimaldi Forum, this turnout was welcomed by exhibitors who did not expect such a success.

In line with the trends of the 2019 edition, environmental issues remain key, with packaging companies taking advantage of the downturn in activity to develop their own vision of sustainable development. For many packaging producers, this involves single-material solutions to facilitate product end-of-life and recycling. Refillability is also central, with a desire to offer beautiful containers to meet the demands of luxury customers, where manufacturers are banking on strong added value of a reusable or refillable element that the consumer will keep beyond the simple use of the product. The show was also an opportunity to confirm the gradual switch from plastic to glass in cosmetics.

NOMADIC AND CLEVER

GROUP Pochet was also on the Luxe Pack in Green podium with its Odyssee, the first refillable and nomadic packaging solution. Odyssee is a patented 2-in-1 jar that combines a case and a refill. The case is in light-weighted glass while the refill is in rPET. The refill can be closed by its own cap (also in rPET) and thus becomes a portable, light and airtight product which allows the consumer to take it easily and everywhere with them. It can also be placed in the glass jar for a daily use. It offers Nomadism and refillability without compromising its integrity, while Pochet also preserves the codes of luxury.



AIRLESS AESTHETICS



CANVAS Airless from Quadpack is an evolution of the bi-injection blow moulding technology acquired by Quadpack in 2019. Developed in conjunction with R&D partner Inotech, the two-phase process lowers investment and vastly reduces development time compared with bespoke piston airless packs. Preforms are bi-injection moulded at Quadpack's airless manufacturing centre in Germany, to be blown in a single pass in the desired shape. As a bi-injected, two-layer, pouch-based pack, Canvas Airless uses 15 per cent less plastic than piston airless equivalents and it can be made with a choice of sustainable materials. A metal-free pump and refill formats are both on the company's product development roadmap. Canvas Airless will be commercially available from January 2022.

IMPERFECT LIKE NATURE

"LUXE Pack in Green", the show's packaging competition, recognised Estal for Rude, its Wild Glass collection for the spirits market. The range is made of 100 per cent post consumer recycled (PCR) glass, showing sustainability in the material and in the production process, and demonstrating excellence and innovation in a design which respects the imperfections of natural beauty. The rough, imperfect and real look bears a true craft appeal. Different from any other packaging on the market, Rude bottles stand out for their primitive silhouettes, ultrashort necks, light weight – though visually heavy and robust – and uneven glass distribution. Estal has collaborated with the Italian company Vetrispeciali to create these new bottles.



MATERIAL METAMORPHOSIS

ALBÉA'S cardboard cosmetic tube Metamorphosis innovates with a new generation of eco-friendly packaging comprising a cardboard-based plastic tube. Designed as an alternative to packaging solutions currently used for cosmetic products, it's a technological breakthrough on the market. The use of plastic is reduced by 45 per cent compared to existing solutions, replaced in this case by FSC-certified cardboard (sleeve and cap excluded). Albea has adapted its manufacturing process to incorporate this new technology.



POISED FOR FLIGHT



JAMES Cropper (represented by Ball & Doggett in Australia) showcased Topper with Colourform technology. Colourform is a thermoformed, moulded fibre packaging solution. The Topper concept explores how a brand can 'pull through' its essence and heritage into primary packaging and how moulded fibre could transform the traditional alcohol gift box. Taking inspiration from the James Cropper group's hallmark, which captures the silhouette of the Cropper Pouter pigeon, the bottle topper emulates the graceful arc of the pigeon's neck, bringing the heritage of the James Cropper brand to life to demonstrate what can be done for luxury brands.

EXEMPLAR COLLABORATION

ESTAL, Avery Dennison and Leonhard Kurz co-launched the 'Make a Mark' initiative aimed at designers, printers and material providers to accelerate innovation in wine and spirits packaging. For its entry, Australian packaging design studio Denomination presented a single malt bottle inspired by Glasgow modern art. Proceeds from the sales of the limited release whisky named "Charles Rennie Mackintosh" will go to a Scottish charity.



RETRO FUN



LVMH-owned Veuve Clicquot has reinvented the traditional champagne bucket with a design by Dogwood that takes its cues from a vintage television set, and can be repurposed as a decorative object. It is made of injected ABS, and the removable inner bucket of injected PMMA crystal. Metal was used for the antenna, frame, dial and logo. The wood-effect was achieved with water transfer.

ANOTHER ONE, PLEASE

PINARD Emballages also won an award for its Pin Pack refill bottles. With few refill bottles on the market, the Pin Pack is positioned between the Doypack and the Berlingot in terms of consumer experience, while offering a 100 per cent recyclable packaging. Industrial know-how has delivered bottles with ultra-thin walls, demonstrating the strength of the weight/resistance ratio of plastic. The refill is made of 100 per cent rPET. Pin Pack has an optimised shape design with an industrial and modern style that emphasises the functionality of the product. It is at odds with traditional cosmetic bottles, yet recognisable enough to promote its refill functionality to the consumer. Not surprisingly, this innovation also won a Platinum 2021 Ecovadis award.



FULLY COVERED

SLEEVER International showcased its PureFeel total sleeve. The sleeve label is an image vector that can decorate the most complex shapes on their entire surface. PureFeel is an eco-designed temporary decoration, removable, and glue-less. It does not disrupt the recycling stream of glass since the sleeve floats. Thirty per cent of the sleeve is made from certified recycled material. The PureFeel proposes an innovative 'paper' material effect with a luxurious matte finish and a velvety soft touch. Its opacity dresses up reusable or recycled bottles and thanks to good mechanical properties, it is scratch and splash resistant.

