

# NEWS

## Packaging

### Pencils in the spirit of the times

**Faber-Castell Cosmetics** | With the motto "Zeitgeist" Faber-Castell Cosmetics present a range of versatile products. An example is Pop Eye with its clashing colours and decorated with a digital transfer foil in a multi-colour design, with due respect to Andy Warhol's creativity. The sophisticated high pigmentation of the eyeliners and the kohl offers full coverage and a long-lasting effect applicable all over the world thanks to its high temperature stability.

[www.fc-cosmetics.com](http://www.fc-cosmetics.com)

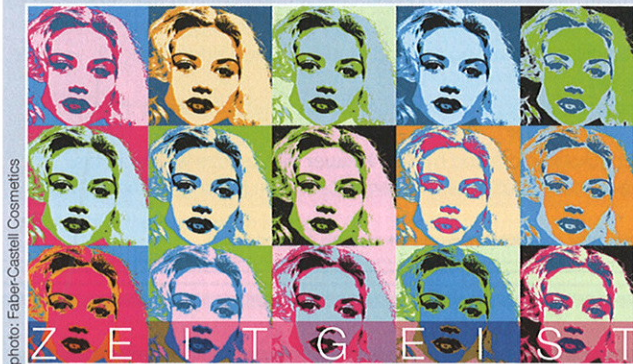


photo: Faber-Castell Cosmetics

A digital transfer foil in a multi-colour design, paying due respect to Andy Warhol's creativity, is transferred to the high pigmentation eyeliner and kohl

### Droplet-shaped eyecatcher

**RPC Containers Llantrisant** | After **Vosene** had asked 29,000 end consumers about the ideal ingredients, the bottle shape and the product's visual appearance, the company decided to launch new formulations and also a brand new, slim bottle in a suitable shape for the new shampoo range. The 250 ml bottle, made from HDPE, picks up on the well-known droplet shape used by the brand. The material has an iridescent pearlescent effect and generously sized labels on front and back.

[www.rpc-group.com](http://www.rpc-group.com)



photo: RPC

*Droplet shaped bottle should convey not just efficacy but also fun and freshness*

### Mascara pack with sophisticated decoration

**Rexam** | The **Noir Couture** mascara from **LVMH's Givenchy** features Rexam's capabilities in the injection moulding, decoration and assembly processes. Noteworthy are the sophisticated decoration elements. The logo was created by two distinct processes: a delicate 4G is engraved and hot stamped on the top of the contoured and UV varnished cap, while the same two-step process is used to adorn the base with a Givenchy logo. The package is further decorated with the high-precision alignment and hot stamping of the shiny silver vertical strips extending from cap to base.

[www.rexam.com](http://www.rexam.com)

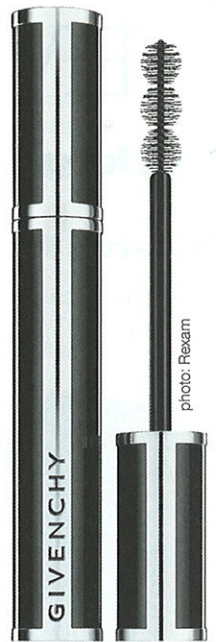


photo: Rexam

*Two-step process – engraving and hot stamping – to decorate the cap and base*

### Bio-packaged

**FKuR** | The bioplastics specialists **FKuR** can now offer for the first time, in addition to the **Bio-Flex** product groups for flexible packaging and **Biograde** for rigid packaging, **Green PE** compounds with the brand name **Terralene** and, as the exclusive European distributors of **Braskem**, have the pure Green PE in their range. In contrast to traditional polyethylene the ethanol used to produce Green PE is obtained from Brazilian sugar cane and not from petroleum. By using this renewable resource each tonne of Green PE can absorb up to 2.4 tonnes of CO<sub>2</sub> from the atmosphere and so contribute to the reduction of greenhouse gas emissions. In addition Green PE and Terralene are 100% compatible with conventional polyethylene and have identical properties.

[www.fkur.com](http://www.fkur.com)



photo: FKUR

*The ethanol used for Green PE Compounds is not obtained from petroleum but from Brazilian sugar cane*