

SpotLIGHT

In cosmetic industry, product and packaging are coordinated and, where possible, personalised, and they can fulfil individual expectations without any extra costs.

Cosmetic packaging

sustainability combined with luxury



The global cosmetic packaging market was valued at USD 29.07 billion in 2019 and is expected to reach about USD 37.24 billion by 2025, recording a CAGR of 4.3% over the forecast period (2020-2025). The increasing demand for cosmetic products in emerging countries and growing consumer awareness are driving the investments of companies that develop innovative packaging solutions.

The role of packaging

The role of packaging for cosmetics is not only the prime role of containing but also of enhancing aesthetics. Packaging improves safety, offers convenience and reduces theft.

In 2020, brands will need more than well-designed packaging to make an impact. If they really want to connect with their customers, they'll need to take their packaging to the next level, using it to tell their brand story.

Luxury and premium packaging

Key players operating in the global cosmetic and perfume glass packaging market are focusing on expanding their product lines by introducing various luxury glass packaging products for cosmetic and perfume applications. This is expected to increase the demand for this type of packaging during the forecast period. Premium packaging uses unique materials such as leather, silk, or even canvas on conventional glass bottles and jars.

Eco-friendly approach

Consumers are especially looking for luxury and glamour on their cosmetic packaging this year. But the packaging also needs to be as multi-functional and sustainable as possible, while being easy to handle and to transport. For the industry, this means producing small quantities in record time and as cheaply as possible, while not forgoing luxury and sustainability. So one of the most important packaging design trends of 2020, without a doubt, sees brands taking a more eco-friendly approach to packaging. Expect more brands to start exploring using more eco-friendly materials in their packaging, moving towards packaging that's easily recyclable,



minimizing the amount of materials necessary for their packaging design.

The past few years were dominated by bright pastel colors and shiny glossy, even pastel metallic gradients. In 2020, however, brands are looking for more subtle and earthy tones for their products.

Holographic and closures

Another one of 2020's biggest cosmetic packaging design trends is a play off of gradients—and that's holographic or iridescent packaging. This trend is all about the mesmerizing effect of shiny, multi-colored metallics that designers are combining with cool graphics and black or white backgrounds for an edgy vibe. Cosmetic manufacturers are providing enhanced value and experience to reach out to more customers by using caps and closures as a customizable extension of a package design identity.

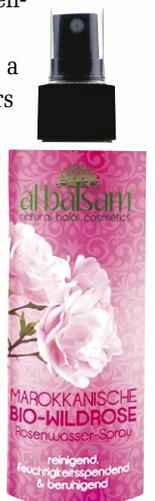
While they both preserve product integrity and facilitate a product's use by consumers, packaging solution providers are pairing these caps with ergonomic designs to add to their current functions. Thus, the pairing of applicators and cosmetics' closures has also been witnessed amongst manufacturers.

There is a growing attraction for click and close caps to provide the auditory assurance and satisfactory closure of the product. Thus, the market is witnessing a growing attraction for magnets in the closures, particularly in luxury skincare packaging.

Cosmetics in the digital world

With the increase in social media and online shopping as integral parts of our daily lives, product and shipping packaging are now seen in a completely different light. Today, wherever a person may be, they can see what the packaging of a particular product looks like or what its benefits might be.

To do well in the digital world, there needs to be that wow factor when the customer unwraps the product. More and more packaging companies are therefore keen to ensure their product development also looks at the social media impact. •



ARCA ETICHETTE

Andrea Valtorta, Sales Manager

What are your main strategies to face the challenges of the cosmetic industry?

Arca Etichette for the cosmetic sector has been structured to be competitive and to provide solutions with high added value that help the cosmetic industries to cope with regulatory needs, which are increasingly fitting. The substantial investments in technology are increasingly aimed at production efficiency, to allow these solutions to have the least possible impact on customers. So, first, the quality of the products supplied, but also great attention to the innovativeness of the solutions and the growing needs related to the traceability of products against parallel markets and track & trace.

What are your most innovative solutions for this sector?

In these years Arca Etichette has had a preferential attention towards the cosmetic market, for which it has developed different multilayer solutions up to 6 layers to convey multilingual information on very small labels for lipsticks and nail polishes with 11 pages available. In addition, a magnetic label solution has already been on the market for some time to fix the eyeshadow pods to the cosmetic bag and to allow their replacement once they are exhausted or to allow the composition in the cosmetic case with particular colour mixes. Obviously, all this goes hand in hand with the



development of labels with sustainable, ecological materials, coming from the recycling of plastics or FSC certified paper. Serialization is still one of the primary needs of the sector for which Arca has developed the possibility of creating an invisible serialization, which has no impact on the graphics of the labels and which therefore allows the products to be traced against the "grey" market. This solution can be combined with different invisible anti-counterfeiting inks that allow customers to verify the authenticity of the products on the market. Moreover, Arca Etichette, with its Systems division, provides the most advanced technologies for labelling and traceability; a single supplier to guarantee the best possible result.

VALMATIC

Graziana Tassinari, Sales manager

What strategies are you adopting to meet the challenges of the cosmetics industry?

In Valmatic the cosmetics industry customers and products are increasing. The cosmetics industry is extremely dynamic and Valmatic has always tried to create innovation in this area. In the last few years, the market is responding positively to Valmatic's developments, as we try to collaborate on our customers' projects through a consultative and marketing approach that goes beyond the product itself. Leading companies such as Mirato, L'Erbolario and Alfaparf have chosen us as partners for projects that will be on the market shortly. In particular, in the skincare and personal care sector we offer full service products, so not only primary and secondary pack, we propose full service with bulk. We provide market trends for single-dose packs and vials, so that our customers' new launches prove to be successful. We are present in different fairs every year so we try to be always informed about news.

Further market demand is sustainable products: Valmatic has always responded with eco-friendly materials. For our single-serve packages we use recycled materials such as BPET/LDPE - from bottles of the European market - which once used can be disposed of in plastic for later recycling. High attention in the development of Valmatic products has been to reduce the weight of single doses, which are extremely appreciated by people who travel for business or pleasure and which keep their capacity of barrier materials. They are industrialized products that ensure excellent quality of the finished product, high-end graphics and design for a visual impact to the effect.

What are your latest solutions for this sector?

In the next months we will present single doses of FSC recyclable paper, of which we are testing stability and which we have been able to thermoform to develop different shapes. We are studying on a single-dose paper package already used in



other areas; this know-how will also be transferred into cosmetics for the use of water-based substances. Another novelty that we will present at the fair will be new attractive single-dose formats designed in stand-up mode, especially for new serums. Another growing demand in B2B is packaging for face masks, an area where customers are becoming increasingly demanding in search of continuous new products.

TIRELLI

What is the latest solution developed for the cosmetic industry?

Tirelli has developed a solution to produce two different products that will be sold together. At the same time. To meet the production needs of two different products that will be sold together, such as shampoo and conditioner or sunscreen and after sun, Tirelli has developed a dual complete line for filling, capping and labelling.

In the traditional system, products are prepared and stored separately. Then they are taken and packaged, one type of product at a time. In the double filling system, the two products are prepared simultaneously and proceed directly to the final packaging.

There are numerous advantages, first of all: efficiency. The two machines work at the same time. There are no production scraps due to numerical differences in production of the two different products. Certainty of the production batch number and traceability.

What are the economic advantages?

Once on the line, the product is not handled by the operators until the final packaging.

There is no need for logistics space to store unpackaged products.

There is no movement between the line and the warehouse (round trip).

No machine runs at idle.

The Tirelli line is 4.0 ready, with the possibility of a PLC with the OPC UA protocol already integrated, necessary for any external data communication and a continuous exchange of data with the production management software.

The line can however work with a single product while maintaining speed, efficiency and flexibility.



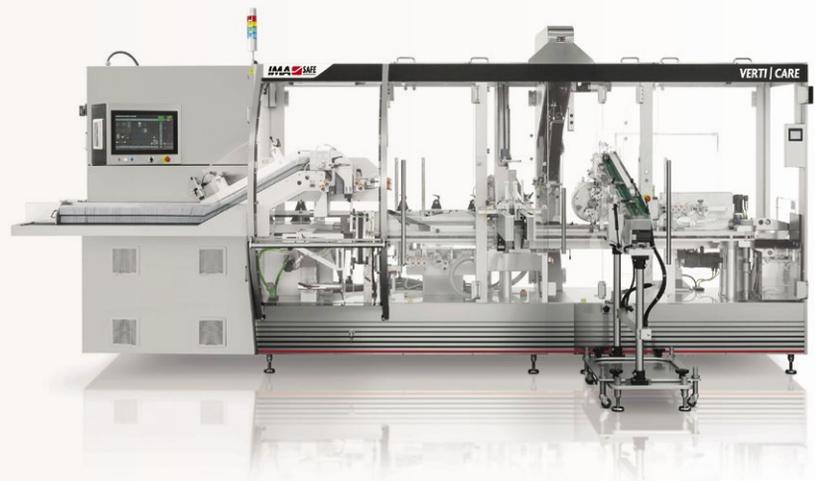
IMA GROUP

Thomas Fricke,

Sales & Marketing Director IMA Safe Division

What are your main strategies to face the challenges of the cosmetic industry?

The cosmetic sector is, for nature, closely connected to the aesthetic trend and must therefore adapt to the inevitable changes in the conception of packaging. IMA's project, which is started since a long time, is to design machines for primary and secondary packaging that always find the right language to communicate with the growing demands of this market. IMA's solutions respond positively to the most varied forms of product and to the complexity of presentation within the package, thanks to versatile and gentle handling systems and to the machines modular structure that allows numerous ancillary equipment. Born and refined over time to meet the specific needs of a very demanding market, IMA machines are characterized by simplified format change-overs and easy & quick cleaning of all components.



What are your most innovative solutions for this sector?

Precisely with the aim of responding to such a specific and complex need as the cosmetic one, IMA launched the vertical cosmetic cartoner par excellence: the VERTI-CARE. This machine was born in all its aspects as a projection of a high-end cosmetic product, very often delicate and characterized by presentations rich in accessories, such as liners of various shapes and materials, dosing/spray pumps for liquid or spray solutions, booklets or even any kind of ancillary accessories. The ability to manage difficult shapes is given by the product transport system by means of godets, independent bases able to support the most unstable and irregular products. This process is completed by the robotic product feeding system and the positive cartons transport that guarantee total control of operations up to the final product. The ergonomic and 360 ° accessible design of this machine once again affirms its excellence in the conception of the format change, simple and quick. Thanks to the special robotic feeding system, VERTICARE also offers flexibility in the configuration of the production line allowing the skipping of the cartoning and the direct connection to the end of line, through the bypass function.



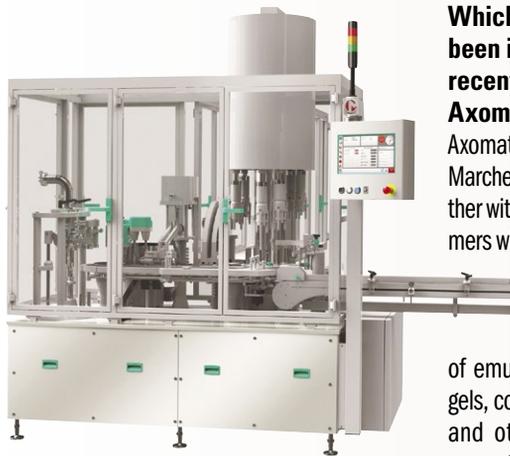
MARCHESINI GROUP BEAUTY

What are your latest solutions for the cosmetic industry?

Marchesini Group Beauty offers stand-alone machines and complete lines for packaging cosmetic products branded Marchesini Group: Dumek, Axomatic and V2 Engineering.

The parent company, Marchesini Group, is staking its success on two consolidated names chosen among the many solutions available: Diamante - a monobloc machine for filling and capping products, equipped for the occasion with two infeed units, wiper and sfera - and the SL200/F2T, an automatic labeller for cream jars, which will have two vision cameras from the Group's partner SEA Vision to control label application.

Dumek will be represented by a turbo-emulsifier, Turbo-Mek 2000, Melter 100 and the semi-automatic filling unit, Filly 1100, all stand-alone machines for the high-quality processing of liquid, cream and paste cosmetics.



Which innovations have been introduced by the recent acquisition of Axomatic?

Axomatic was acquired by the Marchesini Group last year together with V2 Engineering. Customers will be able to admire two Axomix vacuum-mixers model, for both small and industrial batches of emulsions, creams, milks, gels, conditioners, toothpastes and other products for the cosmetic and pharmaceutical industries. The Axomix units will

work alongside two tube-fillers of the Axoseries, one of which, the Axo 800, will work with the horizontal cartoner VcentoseiC and the automatic wrapper V122 by V2 Engineering: together, these machines create an innovative solution to package biodegradable tubes made of recycled wood and plastic, thus responding to the increasingly pressing sustainability requirements of the packaging world. The new Axoblock 160 is an evolution of Axomatic's fillers and cappers. Designed to handle stable and unstable vials containing dense, semi-dense and liquid products, Axoblock 160 has many strengths, among which are its powerful energy saving drive, its filling and capping systems driven by servo motors, adjustable directly from the control panel. It is also set up to work in line with all sorts of devices, to take Industry 4.0 into consideration. In particular, Axoblock160, guarantees incredibly quick size-change-over operations, perfect for manufacturers and sub-contractors that work with many customers and a multitude of different formats. The maximum mechanical speed is 2,400 cycles per hour.



QUADPACK, LET'S EXPERIENCE THE FUTURE!

New consumers' values, desires and choices are the main inspiration for Quadpack 2020 themes. We are witnessing a revolution. Environmental changes have united people for true climate action, society demands more inclusion and tolerance, and technology is redefining the meaning of connection and community. This is all part of a profound shift towards a future where all businesses need to position themselves to be able to communicate with clients. It is a time when consumers take the lead, make their choices and demand implementation from brands, beauty being no exception. While we cannot ignore how the pandemic and the measures needed to be taken with COVID-19 have affected us all, positivity should be one of the outcomes of such a crisis. We are experiencing a turning point in how we live, behave and improve our lives and those of others. International beauty packaging manufacturer and provider Quadpack sees even more reason to look to the future, to be sensitive to the changing needs and help required within society, but also to engage in imagination and creative spirit. Inspired by such powerful changes in society, Quadpack's Design and Advanced Technologies team is presenting #qppackfuture, a collection of themes based around experiences. Through them, it shares its perspective of how people will live, feel and connect in the next few years.

Breaking moulds: An inclusive world is a place where everyone can be themselves and have the means to do so. Products must be accessible for all, breaking down barriers that still may exclude some people's needs. Positive solutions come from empathy and embracing the difference!

Less is more: Luxury is being reinvented. Conspicuous consumption is now giving place to thoughtful purchase behaviours, where waste reduction, sustainable materials and simple ingredients are prized. A perfect marriage between minimalism and stable, long-lasting solutions.

Community labs: In a time where our homes are becoming our workplace as well as our place for entertainment and recreation, the need for combining essentials with need becomes more important. Wellbeing, convenience and sustainable solutions that also cater to individual needs will be crucial. Technology will challenge how and when people connect with the world around them. The purchasing experience will be affected by how and where we connect with the product.



Focus and news

at *Cosmopack*²⁰₂₁

Antonia Benvegnù,
Cosmopack Manager

Cosmopack is a unique exhibition with a significant presence of processing and packaging machines for beauty products. Antonia Benvegnù, Cosmopack Manager, tells about expectations and news regarding the 2021 edition.

➔ **The global cosmetic packaging machines market is growing by 2.7% per year until 2021. Do you expect this positive trend for Cosmopack 2021 too?**

At Cosmopack they will show the most cutting-edge production technologies, suitable for meeting the needs of the most important international

brands. To face the constant growth of the sector, from next year an entire pavilion will host machinery companies, thus offering a single reference hall to operators interested in the sector, optimizing their presence at the event.

➔ **Over the years, the synergies with Cosmoprof have led this event to success. Which elements have most contributed to the growth of Cosmopack?**

The conjunction with Cosmoprof is a fundamental and distinctive element of our exhibition format because it allows the who-



le cosmetic industry to meet each other, facilitating networking and business with brands for finished product. The international companies attending Cosmoprof can find new buyers and simultaneously meet suppliers for the development of their collections in the Cosmopack area. This characteristic is the basis of the growth of Cosmopack in Bologna, as well as for the international growth of our brand. We believe that our formula can offer new potential to the global cosmetic industry, creating new opportunities for the over 10,000 companies and 500,000 operators who are part of our community. Cosmopack journey abroad started in Hong Kong: the supply chain has increasingly become a key player in Asia, and to follow the needs of the market Cosmopack Asia now occupies an entire fairground, Asia World-Expo. Last July, in Las Vegas, we launched Cosmopack North America: the birth of the salon is the consequence of a continuous growth of the sector. The American West Coast is characterized by a strong presence of “indie brands”, constantly looking for producers and solutions providers for the development of their collections. In addition, the geographical proximity to the markets of Canada and Mexico offers many opportunities for new relationships and collaborations. At Cosmoprof India and, from 2020, also in Bangkok, we will invest in companies representing the supply chain, dedicating specific areas to international leaders and local suppliers. In the future, specific projects dedicated at this segment will be developed, following the main features required by each particular market.

➔ **What's new in the 2021 edition?**

The key theme of Cosmoprof 2021 is the vision of the future of the cosmetic industry: from the challenges and changes that our society and our planet are already facing today, we will ask ourselves how the beauty scenario will evolve, which will be the needs of consumers in 10 years' time, which kind of products and treatments will have to be developed by beauty companies. The issue will be described thanks to thematic gardens: here new strategies and ideas will be born to better face the next challenges and face the needs of new generations of customers. Cosmopack will also be part of this journey in the “Beauty Vision 2030”: in collaboration with Fashion Snoops, an American trendscouter, we will create an area between pavilions 15 and 20 with a preview of the colours and materials of cosmetic products in 2030. In a market that increasingly demands a customized cosmetic product, Fashion Snoops will analyse the basic elements of the evolution of design, proposing a path between 4 different moods that will influence brands in the next future.

➔ **CosmoFactory, one of the most innovative and awaited among Cosmopack projects, is back. What can we expect this year?**

CosmoFactory is a not-to-be-missed appointment for Cosmopack. The initiative, born within Cosmopack, will become a multi-stage project, “The Garden of Diversity”, the installation of Cosmoprof Worldwide Bologna 2021 which will develop the concept of diversity, a characteristic element of the evolution of multi-ethnic and multicultural



society. The initiative will involve the entire fair district, from the supply chain pavilions to those of selective perfumery, up to the pavilions dedicated to the professional channel. At Cosmopack, hall 19PK will host one of the three stations, replicating a fully functional production chain. Protagonist of the initiative, “Six4all” – a foundation that combines a neutral base with 6 shades of colours. A skilful mix creates a specific product for each skin tone. The installation, curated by the design agency Centdegrés, will produce the base, a highly performing product with anti-aging effects that guarantee a *bonne-mine* look. The partners this year will be Pink

Frogs Cosmetics for the formula of the base, Marchesini Group Beauty for the machinery, Scandolara for the primary packaging, an exclusive aluminium tube, Pennelli Faro for the brush and, finally, Gatto Astucci for secondary packaging – a clutch designed to highlight the quality of the product. “Six4all” is made according to ISO GMP 22716, respecting and promoting the values of circular economy: once again we want to give new suggestions and ideas to companies in the sector, showing that the technologies available today allow us to sustainable production processes.

➔ **Cosmopack turns once again the spotlight on sustainability and high-tech solutions. How will these themes be represented at the exhibition?**

These are two elements that can very well go hand in hand, indeed: more and more new technologies grant for more sustainable production processes. Today, many companies are developing new applications and new cutting-edge tools, for better resource management, for example, or “0-waste” production. Manufacturing patents are multiplying, for example with 3D printing technologies, or searches for new raw materials for primary packaging to replace traditional plastics. The future of the cosmetic industry is green, it's a matter of fact, and Cosmopack is the best showcase for finding out how to adapt to the next transformations in the sector. •