

# UPDATE *Fragrance & Cosmetics*



Fragrance Mercedes-Benz/INCC Group | Firepolishing, screen printing, engraving | Selective market

## Welcome



The German Packaging Award is presented to the most innovative packaging products and concepts of the year and is today a coveted seal of quality.

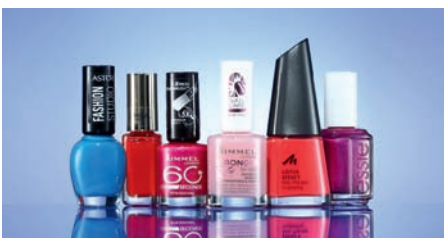
We are proud and delighted to have received the award for our glass Mercedes Benz flacon. Read more about this flacon's successful design and brand concept in our cover story.

The photos in this latest issue of Update Fragrances & Cosmetics showcase additional examples of products which are no less beautiful than the Mercedes Benz flacon. We will be exhibiting some of them at LuxePack in Monaco this October. This issue also contains a feature on a special method of printing, pad printing, which is used for applications that are too complex for screen printing.

Enjoy reading!

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## German Packaging Award 2012:

# The Mercedes flacon by Gerresheimer is among the winners



The Gerresheimer Group has won the German Packaging Award for its Mercedes Benz Perfume flacon design. "We're delighted to have received this award. Sophisticated glass flacons are an important part of the perfume and fragrance world and Gerresheimer is a specialist in this field. The Mercedes flacon is an impressive example of our design capabilities and we're proud of it," said Nicola Balena, Sales Director Moulded Glass at Gerresheimer.

The flacon, which the manufacturer describes as "masculine, modern and elegant", is produced by Gerresheimer Mommignies in the sizes 40, 75 and 120 ml. Its exclusive appearance and simple elegance reflect the basic values of the Mercedes Benz brand. The thick, linear and heavy base contributes to the flacon's sleek sophistication. It features a relief engraved three-pointed star – the famous Mercedes Benz brand emblem – on the underside. The star appears again on the lid, further adding to the flacon's luxurious appeal. The first Mercedes-Benz fragrance is vibrant, distinctive and masculine, reflecting the Mercedes-Benz driving experience.

The flacons are made at Gerresheimer's Mommignies plant on single-drop machines in a blow and blow process. They are then fire polished for perfect surface brilliance.

Finally, a bi-color screen print of the famous automobile brand name is applied. The emblem which is additionally featured on the base further enhances the flacon's elegance and upmarket appeal.

The distinctive "Mercedes-Benz Perfume. The first fragrance for men." was designed in collaboration with the INCC Group. Created by master perfumer Olivier Cresp (Firmenich), this fragrance is an innovative and sophisticated essence which combines woody base notes with fresh citrus and floral contrasts. Fragrances are not entirely new territory for Mercedes-Benz. It has created a number of its own fragrances in the past for the fragrance dispensers in several Maybach models and in the Mercedes Benz S 500.



Fragrance New Yorker/Mäurer & Wirtz | Colour spraying | Masstige market



Fragrance Mexx Pure/Procter & Gamble | Engraving | Masstige market

## Pad printing

### Origin and advantages

Pad printing is an old printing technique dating back to the 18th century involving a silicone pad that transfers the printed image from a cliché onto the glass container. The first industrial pad printing applications were introduced in the 1960s. Pad printing is an indirect gravure printing method and the most important technique for plastics printing. 'Indirect' means that the color is transferred from the engraved cliché to the material being printed with a pad. Pad printing is a gravure printing technique because the cliché has an engraving that corresponds to the printed image. It is predominantly used to print extreme surfaces

which cannot be screen printed. It enables the flexible and precise printing of complex surfaces and materials such as plastic, metal, glass and paper in all colors.

### Application at Gerresheimer

Our production facility in Tettau also uses the pad printing method for base-printed flacons. The color of the printing ink adds a delicate color hue to the flacon's content, which can then be left transparent. Multiple prints are possible without an interim drying phase. Since pad printing is higher resolution than screen printing, it can be used to create extremely intricate motifs.



Fragrance Replay Jeans Original/Procter & Gamble | Engraving, screen printing | Masstige market



Fragrance Shakira Elixir/PUIG | Pure glass without refinement | Masstige market

## Moulded Glass Cosmetics

### Technical features

- Glass colors: flint, amber, opal in the furnace; several lines for feeder coloration
- Glass machines: single, double and triple gob
- Production process: 1-step pressing (jars), press/blow (jars), blow/blow (bottles)
- Flexibility within the Group: all molds/machines have the same standard
- In-house mold shops
- All plants are ISO certified; production according to HACCP and GMP cosmetic standards optional
- Fire polishing

### In-house finishing

- Multi-color screen printing (organic, ceramic and UV inks)
- Tampo printing (also on the bottle base)
- Color spraying (also multi-color)
- Acid etching
- Hot foil stamping
- Neck finish sealing (thermosealing)

