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Rexam Dispensing Systems

Oriflame selects Rexam fragrance pump & closure

Leading international direct sales firm taps Rexam expertise and single-source supplier capabilities, for neutral pump, collar and cap.

Oriflame, one of the world's fastest growing direct sales beauty products companies, has selected Rexam for the closure and fragrance pump used in its new Dancing Lady Eau de Toilette.

The package for the new fragrances includes cap (pearly Surlyn), collar and SP7 pump, renowned throughout the industry for its neutrality, soft actuation and overall performance and aesthetics.

The new assignment builds upon the Rexam – Oriflame relationship and underscores the growing importance of packaging that imparts high perceived value in markets around the world. Oriflame is an industry innovator that launches 900 products annually, sells in 61 countries and derives most of its €1.3 billion in annual sales from eastern Europe.

With a low profile that encourages design creativity, and a crystal clear, transparent body, the proven Rexam SP7 is gasket- and metal-free, thanks to its exterior spring (outside the chamber) and glass ball, for perfect neutrality. It fits into standard 13mm, 15mm and 17mm FEA necks. Simple to assemble and fill, the SP7 is a worldwide favorite from the global market leader in fragrance pumps.



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