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REXAM

Rexam Make Up

Rexam's new Illusion inner lacquering treatment

Illusion inner lacquering permits a spray atomization of opaque, metalized or transparent colors, as well as laser decoration, on internal product surfaces, even with products of great depth and narrow diameter, such as thick-walled lipsticks, caps and bottles.

Rexam debuts Illusion inner lacquering treatment for new levels of visual excitement. Unsurpassed richness and depth of color, perfect for a wide range of beauty products.

Rexam's Illusion inner lacquering treatment, the company's latest technological advance designed to enhance on-shelf appeal, allows beauty product makers to add new levels of rich, deep luster to their packaging.

The Illusion treatment utilizes a traditional lacquering process, perfectly applied and cured at high heat, all online. The process can be applied to a wide range of the most commonly used beauty product materials, such as ABS, PMMA and SAN.

"Rexam Make Up's Illusion inner lacquering treatment opens exciting new design possibilities," said Pauline Uhlen, Product Manager – Make Up, Rexam Personal Care. "Thanks to our expertise in traditional lacquering, we are able to offer this alternative to over-molding or two-part assembly, even for longer or narrower products. With the Illusion treatment, the depth effect is incomparable."

"In addition to the unparalleled value," Uhlen said, "the visual appeal of Illusion is spectacular. Today, upgraded packaging is a big key to sales success and savvy mass to prestige brands are constantly seeking ways to stand out in the cluttered retail environment,



through enhanced aesthetics and on-shelf differentiation.”

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