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REXAM

Rexam Make Up

Latest closure for pucci showcases Rexam expertise in tampo printing and injection

Emilio Pucci's latest fragrance collection, Vivara Variazoni, features a Rexam-created closure that again highlights the global supplier's advanced expertise in injection and tampo printing and, in so doing, results in another visually vibrant Vivara Variazoni eau de toilette collection

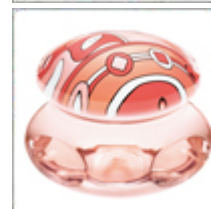
Bold design caps new Vivara Variazoni fragrance collection by Emilio PUCCI...

The relationship between Rexam and Pucci began in 2007 with the launch of Pucci Vivara Eau de Parfum. To commemorate its 60th anniversary, the Italian fashion design house requested a six-color closure that would capture the flawless rendition, and panache, of its signature scarf design. "

Working closely with Pucci, Rexam's team proposed an industry first: six-color tampo printing applied to an internal Surlyn thick-wall, curved cap. Recalls Elisabeth Benoit, Closures Sales Director, Rexam Personal Care, "To meet our customer's expectations, we had to push the envelope and try something that had not been done before. "

"Tampo printing dramatically improves the visual aesthetics of the molding," she says. "But the technical challenge was formidable: to obtain optimal visibility of six razor sharp colors, from any angle, and maintain superior depth and clarity while creating the magnifying effect." "

Rexam's injection molding capability enabled usage of Surlyn, a material renowned for its transparency, ability to withstand demanding production process and fragrance compatibility. Further, the bold use of direct tampo printing on the spherical interior surface would



facilitate the magnifying effect expected by Pucci. .”



Rexam’s Center of Excellence in Simandre, France molded a clear, thick-wall Surlyn shape. The team’s expertise kept the inside curve free of sink marks, which allowed perfect application of the decoration. Use of specially shaped silicon pads and screens, for each of six inks, resulted in pinpoint positioning of each color, for a flawless rendition. .”

“Rexam’s injection expertise allowed the use of Surlyn, and the selection of tampo printing for the interior of our closure’s spherical shape resulted in superior visuals that communicate our core brand attributes and translate into dramatic consumer appeal,” Patrycja MATYSKIEWICZ product manager of LVMH. As a result, Pucci has worked with Rexam on its initial 2007 Vivara Eau de Parfum launch, then the 2008 Silver Edition and, now, the three-SKU Vivara Variazoni fragrances – Sabbia 167, Sole 149 and Acqua 330. .”

Recently, the company’s ability to create stand-out closures led spirits maker Remy Martin to select Rexam for its deluxe 1898 Coupe Fine Champagne cognac package. That closure, too, is highlighted by Rexam’s use of metallization and tampo printing. .”

“Today, brand owners in a wide range of prestige market segments realize that upgraded packaging is vital to the success of consumer products,” says Rexam’s Benoit. “A superior closure elevates the premium consumer product to an art form. Our customers, from a variety of prestige categories, come to us with their most difficult assignments, confident that we will translate their design dreams into reality.”

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