



PACKAGING WITH PASSION

COSMETIC PACKAGING

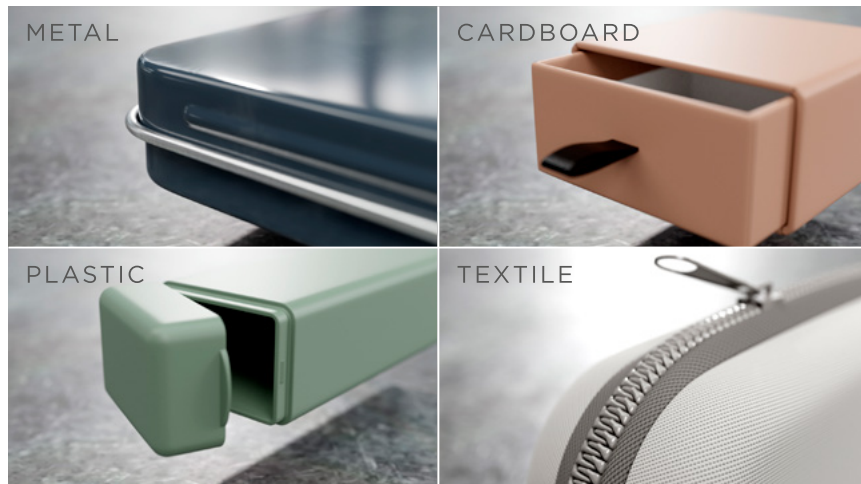
PACKAGING WITH PASSION

Packaging with Passion

We design and manufacture packaging that makes an impression. Your product must have the optimal packaging and we make sure the imprint on your customers' experience only leaves a small imprint on the surroundings.

At Concept International we offer following:

- Innovative and creative design
- Sustainable materials and constructions
- Flexible packaging solutions
- 3D design and 3D printed models
- Partnership and guidance on your next packaging project



This is how we work

Packaging is not just packaging and Concept International is far from just a supplier. With your product in focus, we develop a packaging, that stands out on the shelves and at the same time fulfill the needs you may have to visibility, sustainability, functional properties, and co-packaging.

The process is as follows:

- Brief and guidance
- 3D visualization - we can even place the packaging in a defined environment/display
- Dummy sample or 3D printed sample for checking of construction and size
- Approval sample with final printing before mass production
- Production at factories with **ISO 9001, ISO14001** and **SA8000**
- Production and Quality control
- Shipment and delivery
- Debrief and evaluation of packaging performance

With us as partner, the packaging increases the value of your product.



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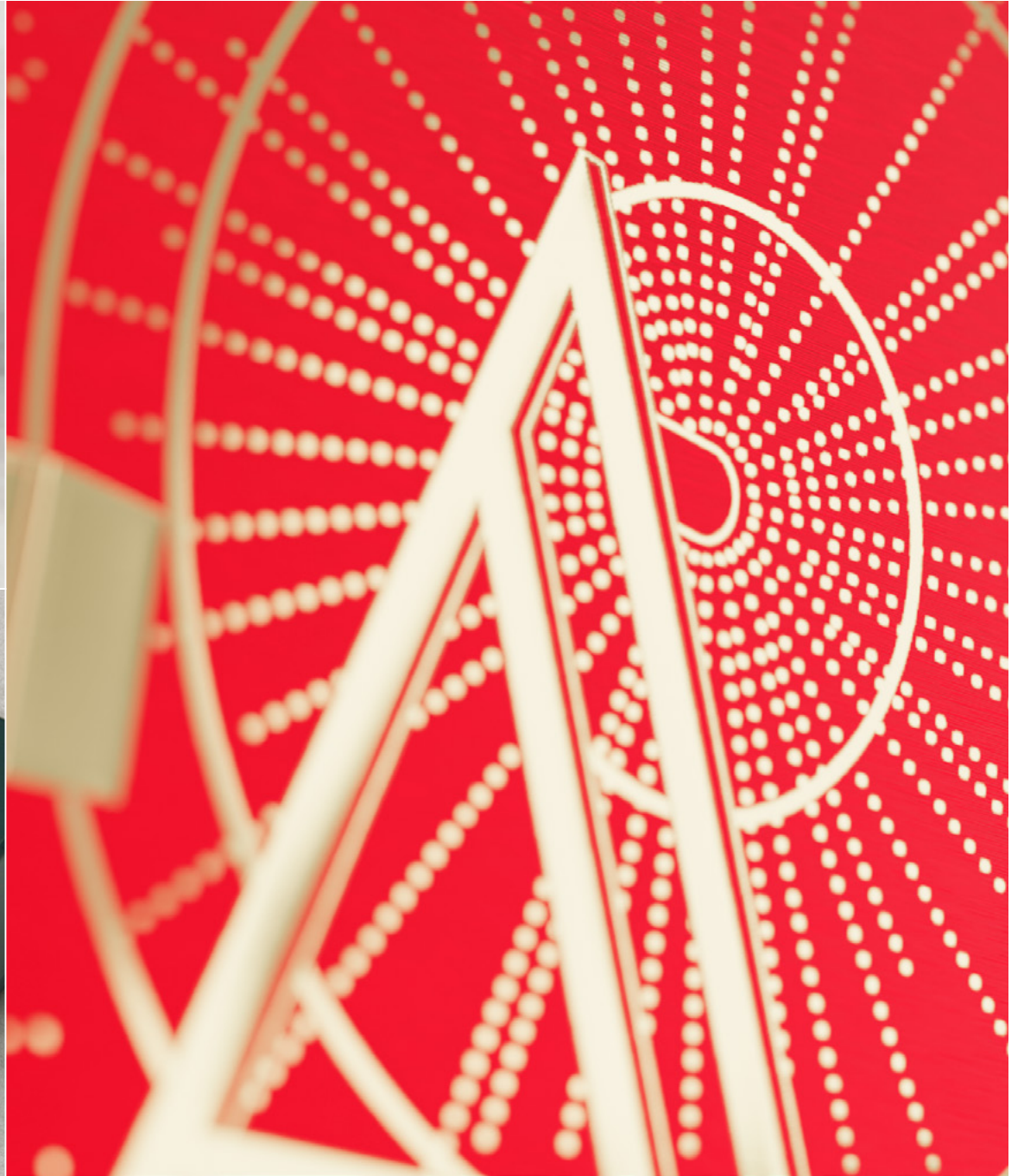
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Luxury Cosmetic Packaging

Designing and developing cosmetic boxes requires different demands, high visibility of products and legal information, eye-catching facing on the shelves, placement in stores and co-packing. We know how important it is that the design has been carefully evaluated and that sustainability is a natural part of the development.

↳ Image A

We have experience in helping our clients to design and construct for ecocert required products.

↑ Image B

Gold hotstamp, embossments, special paper, we have the possibility to meet all your demands for luxury and still do it with materials from responsible resources and with ability to be recycled.

A

Wrap your packaging with luxury

Local And Global

We help to adapt and produce local boxes for the local markets, based on the same constructions, material and artwork as used for the global markets. The usage of deep debossed and embossed effects, gold hotstamp, spot UV - the possibilities are many and still with responsible choices.

← ↙

Image A+B

Deboss and embossments in different layers, gold hotstamp, soft touch and spot UV gives a luxury feeling.

↓

Image C

Transforming global packs into foldable boxes, matching the global artworks.

B**C**



← **Image A**

We can also help our clients with 3D drawings showcasing their giftboxes and products in different environments.

↘ **Image B**

Foldable boxes with product pictures on front to avoid plastic windows.

Design process

When we design the packaging we take following into consideration:

- Construction and material that has less environmental impact
- Products to be seen either in window or printed
- Correct fixing of products
- Easy access to vital information on product ingredient list for consumer
- Presentable and outstanding
- Easy to pack to lower co-packing cost







Sustainable Cosmetic Packaging

Sustainability. Environmental impact. Whatever you choose to call it, the focus on the future of the planet has shifted from 'important' to 'non-negotiable' for businesses and consumers alike.

This is the reason why the UN's 17 sustainable development goals, serve as a foundation for our corporate strategy and day-to-day operations. We want to guide our customers to make more environmental responsible decisions, in order to move in a more sustainable direction.

↳ Image A

Foldable boxes with a minimum of packaging material. Ecofriendly printing ink, only varnish - all plastic free.

↑ Image B

An uncoated generic box for different combinations, differed by a sleeve, all plastic free.

This is how we work

Design process and sustainability

At Concept International, accountability is key to how we produce our packaging, how it is used and finally how it is waste sorted. We develop innovative solutions and are ambitious about how we can re-think the way we produce and how the packaging is being used with a less imprint on the surroundings.

When we design the packaging we take following into consideration:

- Reduce amount of packaging material
- Make sure the material comes from certified responsibly sourced or recycled resources
- Use mono materials if possible
- Avoid to use plastic, if any use RPET
- Use water or soy based ink
- Make sure all materials can be easily and correctly sorted for waste
- Easy to pack to lower co-packing cost
- More flexibility
- Re-use packaging



Packaging to comply with Ecocert

Is your product Ecocert or about to become so?

The Ecocert is about securing the environment throughout the product's life cycle.

At Conzept International we help our client with the packaging where Ecocert is required.



A



B



Image A+B

We developed a tube for an organic body oil. The tube is made of FSC 100% recycled paper and is in compliance with the demands from Ecocert.



Reducing packaging material

How we reduced material and plastic by 50% for our client

In collaboration with one of our clients, we developed their gift boxes to make them even more sustainable. By changing constructions where possible - and by looking at the choice of materials, we managed to cut down heavily on their packaging consumption and at the same time reduce their consumption of plastic by more than 50%. It was important for us to ensure that the solutions lasted all the way, from packaging to being out on the shelves and finally waste could be sorted correctly.



← ↗

Image A+B

We swifited from rigid boxes with plastic inlay to foldable boxes with cardboard inlay.

A



← ↓

Image A+B

A generic box with different inserts, giving you a lot of flexibility for your product assortment and seasons.

Generic Packaging

Flexible solutions

The cosmetics industry uses many gift boxes and often combines different products that must be presented in a beautiful way.

A more sustainable and flexible solution can be to choose a generic box and differ the product combination with a printed sleeve and sticker. In this way, the box can be re-used and it gives you more flexibility for your product assortment and supply chain.

The large number of gift boxes in the store also makes “facing” on the store shelf a challenge: The design must stand out from the crowd. But we have a lot of graphic ideas for how it can be done so it also supports and is loyal to your brand.

We take into account all aspects of co-packing and can meet any requirements for stackable and flexible solutions.



B



Construction and design

Rigid boxes – for multiple use and re-use

Rigid boxes when made as a generic solution gives a flexibility for different combinations and tend more often to be re-used by the consumers, which creates a 2nd life for the packaging.



Image A+B

Rigid box with sleeve features:

- Uncoated paper
- FSC® (paper from responsible resources)
- Generic box for full flexibility
- Embossment on lid
- Products printed on the back of the sleeve
- Box has second life
- Packaging is recyclable
- Easy to pack



Construction and design

Foldable boxes, a cheaper solution

The foldable box is a good choice for 2pack. The construction can be flatpacked and is a cost friendly solution that can still look beautiful on the shelves and are easy to pack.

↗ →

Image A+B

Folding box features:

- Uncoated paper
- FSC® (*paper from responsible resources*)
- No window or no plastic in window
- Products printed on front of packaging
- Auto lock at bottom for quick assembly
- Lock at top
- Pre-printed design
- With or without cardboard inlay
- Packaging is recyclable



←

Image C

Develop your packaging, so there is a corporate identity in your product line. Use sustainable materials like FSC®.

Communicate on your packaging

Clearly communication for easy waste sorting

Make sure you communicate on your packaging if you are using materials from responsible sources and how to recycle the packaging after use.



Image A+B

Inform your consumers the resource used for the packaging and how to recycle correctly after use.



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Inlay Solutions

There are different ways of fixing the cosmetic products into the boxes. Inlays are often used for this purpose and here we have a wide variety of options. Whether you like it to be in RPET or cardboard - we always look at the best option based on your needs.



Image A

Inlays in RPET for perfect fixing, when you have heavy and light products.



Image B

Inlay in cardboard for fixing of the products. A more ecofriendly choice.



Image C

When products have to stand up in a foldable box, the bottom and top inlay is a good way to fix the products and make the box more stable and stackable.



Packaging with second life

Cosmetic bags

64% consider reusability as the most important packaging property. This is why we strive to develop packaging that can be re-used. Cosmetic bags and shoppers are the perfect option, if you want to stand out from the crowd and develop re-usable packaging solutions.

← ↙ ↓

Image A+B+C

Cosmetic bags made out of organic and recycled cotton.



A

B

C



Walk your brand

Shopping bags

Shopping bags are a good way to “Walk Your Brand”. It is a practical product that can be used again and again. We can print them with nice statements and the fabric can be made from recycled materials (Global Recycle Standard) or from organic or GOTS certified material.



Image A+B

Shoppers in GOTS, organic or recycled materials.





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