

# L'Oréal group chose Sofix by Albéa for its fragrance sampling campaigns

January 2016\_ Albéa is proud to announce that L'Oréal group selected SOFIX as its sampling solution for their global fragrance campaigns.

With 50 years of expertise in the miniaturization of pump motors for fragrances and skincare products, Albéa is currently the world leader with more than 10 billion samplers sold. Thanks to its center of excellence based in Tréport, France and its power of innovation, Albéa offers brand owners a product range that adapts perfectly to market changes and new consumer demands.

For years now, Albéa has been working with L'Oréal group for its fragrance sampling campaigns. With always in mind continuous improvement, Albéa knew how to address the group's questions in terms of flexibility and supply-chain , offering Sofix.

## Flexibility in the promotional offer.

L'Oréal chose SOFIX the universal sampler solution, a competitive single pump that adapts to both plastic and glass bottles.

Albéa supported L'Oréal group in their transition from glass to plastic sampler letting them choose between glass and plastic bottles depending on the brand positioning. Today, Albéa manufactures, among others, « Si » by Giorgio Armani and « La vie est belle » by Lancôme.



With its registered and patented fastening system, Sofix is the only sampler on the market whose mini pump can be adapted to both a plastic and a glass bottle.

With Sofix, it's now easy to choose the sampler best adapted to your promotional strategy. Furthermore, dedicated production and design lines guarantee the shortest possible delivery times.

This innovation radically transforms the development of sampling campaigns by giving our marketing clients the freedom to choose different samplers depending on product positioning and life cycle, by simplifying the supply chain, and by providing an attractive pump volume for purchases.

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## **Albéa, Packaging & more**

Albéa offers the world's largest range of beauty and personal care packaging - with leadership positions in plastic & laminate tubes, mascaras, lipsticks, samplers and foam pumps; and recognized expertise in fragrance & skincare dispensing pumps, fragrance & lotion caps, compacts, lipgloss, promotional items and accessories.

Our 16,600 people serve large and small customers in 60 countries across the world, and operate 38 facilities in Europe, Asia and the Americas. Albéa's global sales totaled US\$1.6 billion in 2014.

Albéa's committed teams provide local presence and global reach; robust capabilities in innovation & design as well as project management; solid operating excellence; world-class manufacturing, decoration and full-service; as well as a strong commitment to Corporate Social Responsibility.

Albéa is proud to have been contributing to our customers' success for more than 50 years.

### **Albéa, Packaging and More**

For more information: [www.albea-group.com](http://www.albea-group.com)

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