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**MARVINPAC and STRAND COSMETICS EUROPE:** two companies engaging in an ambitious project named MS swiss cosmetics, or full service “*Swiss made Skin Care*”. Double interview around a winning partnership.

It all began at Luxe Pack Monaco in October 2014. The neighboring booths fostered meetings and exchanges. Eric CHASTAN, Ludovic HERICHER's associate at MARVINPAC SA, talked with Eric BOUVIER, CEO of STRAND COSMETICS EUROPE SA. Both parties reacted rapidly, instinctively understanding they had something to share. A promising adventure to be built on their complementary qualities and skills, and founded on common values of respect for men and their environment. A date was set for a new meeting in Châtel-Saint-Denis, MARVINPAC SA's headquarters in the canton of Fribourg, in the heart of the month of January 2015. Replication of a naturally concurring double interview.

**Eric BOUVIER, CEO of STRAND COSMETICS SA:** *“That meeting sparked instant attraction between the two companies. Dominique (BOUVIER) and I went to meet them on their premises in the middle of January. It was snowing. A true picture postcard landscape! It looked a lot like STRAND COSMETICS EUROPE'S environment, in the hills of the Lyon area. We discussed the possibility of combining our know-how to create ‘Swiss made’ skin care products. Then they came to visit our facilities close to Lyon.”*

**Ludovic HERICHER, CEO of MARVINPAC SA:** *“On our side, we had already initiated a reflection process. For the past five years, we had been filling and packaging skin care products for our customers, and were considering taking things further by offering to also manufacture them. For that matter, we had hired someone to analyze the market, its actors, their positioning and in what way we could be present. The ‘Swiss made’ label seems to be fully relevant for skin care products.*

The ingredients for success: complementary know-how, from the creation of high-tech skin care formulas to sets, including the steps in-between of creation, manufacturing, filling and packaging.

**E.B.:** *“We share the same mindset and the same dynamism around the project. Plus, our technical and human resources are indeed complementary. By combining our qualities, skills and industrial facilities with MS swiss cosmetics, we are able to offer a comprehensive solution to the brands that are the most demanding regarding technology and quality. As a matter of fact, that is the promise of the ‘Swiss made’ label.”*



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**L.H.:** *“The modern facilities dedicated to MS swiss cosmetics in Châtel-Saint-Denis will benefit from MARVINPAC'S technological advances. On the one hand, the building is thermo-regulated thanks to water drawn from a depth of 350 meters that circulates around the building like a cocoon, providing a constant hygrometry and temperature (15°). On the other hand, it is equipped with solar panels. We are located in a village that is highly involved with energy use and we ourselves present a very low carbon footprint. MS swiss cosmetics will also benefit from very high-quality water for the manufacturing of skin care products. This environmental dimension is an asset for brands, not to mention our certifications for ISO standards 9001, 22000 and 22716, the FDA's visa for the manufacturing of OTC products and, of course, the observance of GMP (Good Manufacturing Practices). The dividing line between skin care and pharmaceutical products is becoming ever finer.”*

**E.B.:** *“Discussions with brands are under way in that direction. The interest is there. In parallel, we will introduce several ranges at the tradeshows we are attending in 2016 in order to demonstrate our formulas' performances, concentrating technicity and naturalness. Their difference, also, through their textures, that are sometimes transformable.*

**Beyond that, co-creating with brands, then, once the project is defined, managing each step for them: an absolute quality of service.**

**L.H.:** *“Beyond the formulas' impeccable quality and the ‘Swiss made’ label, MS swiss cosmetics' ambition is to support brands at the earliest possible stage in their project, starting with the idea. Our expertise in creating and developing sets and packing, and our diversified and monitored sources of supply enable us to be creative without specific constraints other than those of the brands. Everything therefore becomes possible. Besides, by managing their project on all levels, specifically logistically, we are capable of supplying them in a reactive and flexible manner. Our guarantee is the quality of our service.*

**E.B.:** *“It's an exciting adventure, that boosts us and our teams. During the first semester, we will present our first ranges at the Seoul MUP in April, then we will be in Dubai and Shanghai in May, and in Paris in June. We inaugurate the workshops in the spring and will begin the first productions immediately.”*

**L.H.:** *“We can feel the positive energy, shared by all. The teams work naturally well together. That instills confidence and since we are socially involved, it counts. We move forward with them, thanks to them.”*

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**Eric BOUVIER**  
**CEO of STRAND COSMETICS EUROPE SA**

Eric BOUVIER, aged 55, married and father of two children, heads STRAND COSMETICS EUROPE since 2014, when his wife Dominique BOUVIER became the company's chairwoman. A Board member and shareholder of STRAND COSMETICS EUROPE since 1989, Eric BOUVIER has supported the company in its strategic decisions.

Since 2014, Eric BOUVIER capitalizes on his knowledge of international markets and his professional experience to promote STRAND COSMETICS EUROPE'S technological expertise and accelerate its international development. His humanism as much as his sense of endeavor acquired on sports courts reinforce his healthy and ambitious management policy.

A Doctor of pharmacy, graduate of the EM Lyon and the London Business School, Eric BOUVIER held key positions in general management within Bio-Mérieux in France and the USA, at Leica microsystems in Germany, or at BG Medicine in the USA. His brilliant sports career as a professional volleyball player and captain of the French team adds a unique dimension to his leadership.

In 2016, he founded MS swiss cosmetics SA with MARVINPAC SA.

[www.strandcosmeticseurope.com](http://www.strandcosmeticseurope.com)



**Ludovic HERICHER,  
CEO of MARVINPAC SA**

French and Swiss, aged 47, Ludovic HERICHER is married and father of three children, and has lived in Switzerland for the past 18 years. In 2005, he became the Director of MARVINPAC SA (100 employees), an industrial company specialized in full service primary and secondary packaging. In 2014, MARVINPAC SA'S spirit of innovation and unique character were awarded the Swiss Venture Club prize.

In 2010, he cofounded MARVINPAC SRO (90 employees) – filial of MARVIPAC SA – located in Prague (Czech Republic), specialized in the manufacturing of high-end lined rigid cardboard sets and the full service packaging and co-packing of these sets.

Ludovic HERICHER is a member and the former president of the Swiss-French Management Improvement Association (APM). A graduate of the Ecole Supérieure de la Distribution of the Groupe ESC Rouen, he has held various senior positions in business units and top management in the food industry (Numico Group in the Netherlands) and in the retail trade in France for about a decade.

In 2016, he founded MS swiss cosmetics SA with STRAND COSMETICS EUROPE SA.

[www.marvinpac.com](http://www.marvinpac.com)