



Pujolasos Wood & Pack  
Press kit 2023

# NEW BRAND LAUNCHING



THE NEW SUSTAINABLE BRAND BY PUJOLASOS

Pujolasos, a pioneer in the development and manufacture of sustainable wooden packaging for the beauty sector, is taking a distinctive leap in its brand purpose: to contribute to an even greener future by working with different materials with a common denominator: sustainability.

From this ambition born Matsos®, the new sustainable and disruptive brand by Pujolasos.

Matsos® is a brand committed to creating sustainable solutions through innovation, reuse, and circular economy, promoting responsible and eco-friendly consumer behavior.

Matsos® will change the way we create.

Matsos®, the new sustainable brand by Pujolasos.



# The innovation

Waste is the new raw

In a world where fashion and beauty often clash with sustainability, a story of transformation is born. Pujolasos Wood & Pack, as pioneer in wood packaging for the beauty industry, and its new brand Matsos® have taken a bold step by merging two apparently separate but intimately connected sectors: fashion and luxury perfumery.

But we didn't stop there. We challenged conventional boundaries by transforming the waste of one of the world's most polluting industries into extraordinary, high-quality caps for perfumery. In doing so, we bring together two interrelated industries.

Each cap we create is a masterpiece that tells a unique story. Made from recycled materials such as textiles, leather, wood, and cork, these caps represent a true commitment to sustainability and the circular economy. Every time you choose our closures, you help close the loop on fashion, reduce waste, and protect our precious planet.

Our passion for responsible luxury is evident in every detail. We work closely with leading sustainable fashion brands and committed designers. Together, we breathe new life into these products in harmony with the environment. Our caps not only symbolize differentiation and distinction but also serve as a tangible testimony to a more sustainable and conscious future.

We invite you to join us in this revolution of sustainable beauty. Discover a new form of sustainability that will not only captivate you, but also make a meaningful difference in the world we share. Join us as we open a new chapter in the history of fashion and perfumery, where sustainability and luxury merge in a single movement.



# Waste is the new raw

The concept of reduce, reuse, and recycle is a sustainable approach to managing waste and conserving resources. It involves reducing the amount of waste we produce, reusing items as much as possible, and recycling materials to create new products.

## **The textile industry is the second most polluting sector on the planet**

Textile consumption in the EU in 2020 generated 654 kg of CO2 emissions per person.

Responsible for 20% of water pollution

Responsible for 10% of global carbon emissions, more than all international flights and shipping combined

Less than 1% of the world's clothing is recycled into new items.

\*Waste is the new raw, want to promote a restorative and regenerative system for design. In order to provide benefits for business, society, and the environment.

A system in which textiles, fabrics, and leathers are kept at their highest value during their primary use, and return through new sustainable, and recyclable forms without ever being lost as waste, thus closing the cycle.

Pujolasos has been applying this technology for years to reduce the plastic inside our closures.

The thermosealed is part of our range of products, being an added value as it is a recycled and recyclable product. With this project, we propose to take advantage of the residual waste of our customers, transforming it into closures whose functional characteristics are not altered and are unified to close the cycle.

WASTE  
MATSOS  
IS THE NEW  
RAW



# About Pujolaso

Pujolasos was born more than 50 years ago as a manufacturer of furniture for home decoration. After a few years, we began to diversify our projects in different sectors, which led us to create our first stoppers in the wine and spirits industry, growing with projects. The constant evolution and demand of the markets and our commitment to innovation have allowed us to consolidate our company in the BEAUTY sector, carrying out projects for the most prestigious perfumery and cosmetic brands.

Pujolasos has grown in every aspect, including innovation, sustainability and know-how, confirming our consolidated track record.

We have been working in wood transformation since 1967.



■ **Woorigin®**  
100 % Natural wood, patented by Pujolasos,  
Plastic & glue free FSC® & PEFC wood Certification





# What do we do?

At Pujolasos we manufacture Closures, we create high-quality wooden caps for luxury products such as perfumes, cosmetics, and spirits. Pujolasos specializes in the production of personalized and sustainable wooden caps, using natural materials and innovative production techniques.

The company works with luxury brands worldwide and focuses on providing innovative and sustainable packaging solutions that reflect the quality and exclusivity of their products.

## **Objective data:**

Pujolasos has experienced sustained growth of 20% per annum over the last 5 years.



# Value proposal

## Quality and Excellence:

Pujolasos focuses on delivering high-quality products and striving for excellence throughout the entire production process, including material selection, manufacturing, and finishing. The company uses innovative techniques and sustainable materials to ensure the quality and durability of its products.

## Personalization and Exclusivity:

Pujolasos offers personalized and exclusive packaging solutions for each client, tailored to their specific needs and requirements. The company collaborates closely with its clients to produce bespoke designs that reflect their brand identity and values.

## Sustainability and social responsibility:

Pujolasos cares about the environment and social responsibility, which is why it uses sustainable materials and environmentally friendly production techniques. The company also focuses on promoting the circular economy and recycling, thus reducing its environmental impact.

All the wood that Pujolasos works with is FSC and PEFC-certified, coming from eco-sustainable forests.

Pujolasos promotes reforestation and sustainability training for the youngest through Plant For The Planet.





# Communication Contact

For more details, contact to:

Montse Font, Communications & Marketing Manager

Mail to: [montsefont@pujolasos.com](mailto:montsefont@pujolasos.com)

Or our website at [www.pujolasos.com](http://www.pujolasos.com)

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

[www.matsos.xyz](http://www.matsos.xyz)

