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Search:

Go

New Packages

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Beauty Packaging | Coatings World | Contract Pharma | HAPPI
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- Home
- Current Issue
- Table of Contents
- Editors Page
- Breaking News
- Meetings/Events
- Ad Index
- Formulary
- New Packages
- New Products
- Patent Review
- Personnel Round Up
- Supplier's Corner
- Formulary Archives
- Webguide
- Company Websites
- Professional Resources
- Classified Ads
- Article Archive
- Personal Care
- Cybrary®
- Webinars
- Subscription Services
- Annual Features
- Buyers Guide
- Beauty I/O
- Literature Showcase



Rexam Creates Packaging For Global Avon Launch

Rexam supplies the high-tech pump and bottle combination for Avon Anew Ultimate Age Repair Elixir. Avon selected Rexam for the demanding package needed for the important, multi-continent launch of Anew Ultimate Age Repair Elixir, which will be filled at Avon sites in China, Europe, and North and South America. The Rexam SP343 lotion pump, with a 230ml dosage, was crafted at the company's Le Treport (France) factory. The custom PP actuator and collar are molded and vacuum metalized in Shanghai at Rexam's Qinpu facility. More info: www.rexam.com

Continental Rolls Out Twist Pen

Regular lipgloss tubes and jars pale in comparison to the Twisted Pen Applicator from Continental Packaging Solutions. With a few twists at the bottom of the pen, the "mini shelf" technology pushes product up toward the inside of the applicator—offering an innovative way to apply product. Two different applicator heads are available. More info: www.continentalpackagingsolutions.com



O.Berk's New Carafe Bottles in PET

The General Line Packaging Group, a division of O.Berk Company, introduced carafe bottles in PET in 16- and 32oz., both with 28-400 finishes. According to the company, the ergonomic design of these bottles near the neck makes them easy to pour with maximum room for a strong label presence. The carafe bottles also offer the freedom to select custom colors, labeling and silk-screen printing. More info: www.oberk.com



Advanced Hot Stamp Capabilities at CCL Tube

Silkscreen printing over hot stamping adds definition and dimension to modern tube designs. CCL Tube creates custom foil colors by silkscreen printing over the original foil. This specialized process ensures branding consistency throughout the decorating process. According to the company, this technology enables customers like Charles

Worthington to integrate metal effects in all custom colors and all gloss levels. CCL has commercialized a variety of decorating innovations. Options include the combined use of high-gloss metallic inks and spot varnishes; tactile silkscreen varnishes and gloss inks and pearlescence, wood grain and leather simulated silkscreen inks. More info:

www.ccltube.com

