

April 2008

Winner of an Alufoil Trophy 2008

Beauty in a purse is a winner

Alcan Packaging Pharma Europe won an Alufoil Trophy for the stand-up and recloseable Beauty Purse (r) used by Quies for its Quies Flash Frais soothing eye masks. Being used by Quies for its Quies Flash Frais soothing eye masks it is said to be the first portable stand-up pack for health and personal care.

The “unique” and patented open and reclose system ensures precise closure even after many uses. Internal pressure tests have proved that the Beauty Purse® has no leaks and superior tightness when compared with traditional flowpacks used for wipes.

Head judge Arne Russ, purchasing director of confectionery specialist August Storck, said, “This is a clever pack that meets consumer calls for further convenience in the cosmetics and toiletries market. In particular the attention paid to the open and close mechanism makes this a notable user-friendly concept.”

The attractive pack, which is reverse printing in 4-colour rotogravure, is enhanced by the natural aesthetic value of alufoil. The stand-up position and the large printing surface improve the visibility of the brand and the communication potential of the Beauty Purse®.

“Winning an Alufoil Trophy reinforces our conviction that this product brings real innovation and added value to the market for cosmetics impregnated wipes, masks and pads,” said Alcan’s Laurence Kerleroux, Product Manager Cosmetics - Flexible Packaging.

The front and rear of the gusseted Beauty Purse® are manufactured from BOPP 30µ/alufoil 12µ/LDPE 75µ; and the gussets from PET 12µ/alufoil 12µ/LDPE 75µ.



It can be manufactured in sizes from 60 x 90mm to 110 x 170mm; while a variety of gusset sizes are also available to suit different products and the quantity to be packed.

The Beauty Purse®, which combines aesthetic appeal, simplicity of use, optimised safety and closure, with a size that is equally suitable for the handbag, travel or the bathroom, is being used for 10 Flash Frais eye masks and the application is set to be followed by a number of other beauty products in the Quies range.

It is also being used by cosmetics company Thalgo for a repairing facial mask pack for professional use in franchised beauty institutes.

The Beauty Purse® is a dispensing system invented and developed by the French company 3G. 3G is able to provide full service solutions to the European market for cosmetics and toiletries.

The annual Alufoil Trophy is organised by the European Aluminium Foil Association.

High resolution pictures of all winners are available at www.alufoil.org as well as a list of all entries.

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