



VPI TO ACCOMPANY PACO RABANNE FOR PHANTOM WITH A CHALLENGING SPRAY THROUGH CAP

In 2021, with PHANTOM, Paco Rabanne goes even further to draw a generation of connected people and reveals a fantastic product.

PHANTOM, the first fragrance to be connected and refillable

As a major partner for the fragrance industry, VPI (Faiveley Plast Beauty) is well-known for its expertise in packaging.

For its latest masculine launch, Paco Rabanne worked in close collaboration with VPI. The French company, specialized in Injection Molding, Decoration and Assembly, has developed a spray through cap in shape of Robot head, shaking up habits with a staggering design.

A technical challenge for an original production

VPI unveils an uncommon spray cap, connected to bring new experiences to consumers. The cooperation between Paco Rabanne, VPI and STMicroelectronics to develop this exceptional fragrance has led to the precision and level set by the Brand.

This cap combines a nice metallic look and the assembly of an NFC microchip (contactless communication) inside the 3 pieces Robot head, for sizes 100ml and 150 ml.

By placing a smartphone near the head, we can freely discover PHANTOM's world (games, playlists...). A welcoming spray in the « Paco Galaxy » that becomes an everyday essential.

"For perfume lovers, the PHANTOM 150ml bottle is spectacular and refillable" precises the Brand. VPI and PUIG have conceived a refillable system with a sensorial screwing-unscrewing, securing a long product life.

With this new emblematic launch, VPI shows the path of possibilities with connectivity and refillability, combining know-how and expertise. VPI and Faiveley Plast are carrying on with the group strategy of accompanying Brands in their ecological and numerical transitions.



About VPI

VPI, founded in 1931, and established in the Jura Region of France, is the Beauty division of Faiveley Plast Group, a specialist in Plastic Injection. VPI offers closures, deo stick, boxes & cases, and dispenser solutions combining

elegant design and functionality for the luxury beauty, perfume, cosmetics and spirits markets. Faiveley Plast, an international group founded in France, is a specialist in the injection of plastic parts with high added value and has worked in three primary markets since 1992, namely industry, health and luxury product packaging.