

Press release - April 26, 2023

Ultra design cap signed by FaiveleyTech for ICON, feminine version of Banderas perfumes fragrance

| When technicity serves design and beauty...

Elegant and stylish, the latest feminine fragrance by Banderas perfumes (Puig) is, in line with masculine creation, an object of seduction. Where the masculine essence was expressed in forms with marked lines, sober, in bluish tones and graded transparency, the feminine essence is distinguished by an assumed roundness and sensuality, enhanced by the power of a bright pink. FaiveleyTech, through its Beauty Business Unit in Orgelet manufacturing site, realized the ICON cap, the latest feminine fragrance signed by Banderas perfumes.



| Roundness and circularity of a custom hood

The FaiveleyTech Orgelet' team has put all its expertise to develop the round hood that embellish the bottle of the feminine perfume ICON by Banderas perfumes.

By combining PET and recycled material, the cap is part of an approach of ecodesign and concrete circularity. It incorporates a part of recycled material (thus less virgin PET and a reduced carbon impact) while being recyclable in the existing streams.



Due to its over moulding manufacturing process and without visible injection point from the outside, it also marks a technical feat. The round shape and the massive monobloc character of the piece represented constraints that were overcome by FaiveleyTech Orgelet experts.

The cap manufacturing required some additional investments on top of the existing machinery, with peripheral elements for automated production and control.

The last challenge is the perfect match between the bottle and the cap. The cap takes and reproduces the grooves of the bottle. It also adopts its color, a matt and bright pink, which plays with transparency and lightness. The result is a superb consistency between the bottle and its hood.

« We have invested significantly in the means of production to support the brand's ambitions. FaiveleyTech Orgelet's teams are proud to have realized this elegant cap and to have been able to demonstrate, once again, their ability to innovate to meet the most demanding requests of perfume houses », explains Beryl Tomaschett, Key Account Manager, FaiveleyTech Orgelet

This cap was made for the 50 and 100 ml formats of the perfume.

| About FaiveleyTech

FaiveleyTech is an international group, of French origin, specialized in plastic injection with high added value for demanding, selective and/or normative markets of Industry, Beauty and Health. It is headed by Executive President Nicolas Alloin and the Faiveley family, also shareholder of Faiveley Transport-Wabtec, world leader in railway equipment, and owner since 1825 of the Domaine Faiveley (Nuit-Saint-Georges) producer of Burgundy wines.

| About FaiveleyTech Orgelet

FaiveleyTech Orgelet positions itself as one of the major partners of the Beauty industry and accompanies brands in their seduction operations to surprise, astonish and stand out.

Photo credit : Puig

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