

METAPACK

Luxury packaging developer

EDITORIAL



Annette Der Minassian

Annette Der Minassian CEO / Partner

WITH YOU AND FOR YOU

At a time when environmental issues are taking centre stage, it is important to communicate about our business by giving you the information you need to make informed decisions about the packaging solutions we design and manufacture for you.

Specialised in the enhancement of luxury perfume packaging for the past 25 years, we offer a wide range of materials that have contributed to the success of your products. Zamac for its sustainability and high-quality finish, brass for its elegance and flexibility, aluminium for its lightness and anodising possibilities, and stainless steel for its rust-proof properties and compatibility with formulas. Creativity, uniqueness, enhancement, and brand awareness: since our creation in 1998, we have been committed to designing and adding value to the "spirit of the product."

We continue to develop METAPACK in the perfume sector while exploring new territories. Matter is a source. It is inspiring, enabling us to transform packaging and develop refillable, sustainable products.

However, we are well aware of the issues surrounding the recyclability of the materials we use, which is why we have tested the recyclability of our products in a sorting centre.

Beyond putting Metapack at the service of sustainable luxury, our ambition is to link up existing recycling channels for the benefit of the cosmetics industry.

Enjoy your reading.

Summary

P2 :

- We are coordinators!

Metapack has successfully adapted and responded to the needs of a particularly demanding sector and has rapidly become a laboratory for Brands, capable of bringing creativity to their development and marketing departments. Our teams work daily to orchestrate, anticipate, and manage the use of metals, plastics, and leather.

P3 :

- A thorough technical approach and management

One of Metapack's strengths is its rigorous technical approach and project management. Managing properly is one of the keys to success and longevity.

P4 :

- Environment: Rising to the challenge

Since 2003, Metapack has been committed to a socially and environmentally responsible approach with its partner factories. Regular audits are conducted to keep track of their progress. Main material used in the packaging offer, Zamac.



WE ARE COORDINATORS!

Metapack has successfully adapted and responded to the needs of a particularly demanding sector and has rapidly become a laboratory for Brands, capable of bringing creativity to their development and marketing departments. Our teams work daily to orchestrate, anticipate, and manage the use of metals, plastics, and leather. Isaure de la Noue, Associate Sales Director, gives us an update.



Metapack - a family business?

Isaure de la Noue : First of all, it was a wonderful encounter, and a wonderful story, which began in 1998. A little earlier to be honest. Annette, her brother, Vahé and I met in the costume jewellery

At the time, we had just one supplier in China, who agreed to work with us based on our "good looks".

The first orders for Zamac arrived, and very quickly packaging managers of major luxury brands in the Beauty sector caught on, quickly realising the added value and multiple finishes that this material could add to luxury packaging.

In 2000, you realised you had to move up a gear!

Isaure de la Noue : Absolutely, it was important to think ahead: how could we develop and consolidate the company? It was also a very buoyant period for our business because, at that time, China was extremely competitive compared to Europe. We were becoming a laboratory for brands, bringing creativity to their development and marketing departments. Our sales, which were close to €5 m in 2005, were set to increase dramatically, reaching €21 m this year.

You insist on "Made By" instead of "Made In"!

Isaure de la Noue : That is right, because we build real relationships, both human and professional, with

We solved the problem by glueing the piece of leather on a stainless steel ring fitted with flexible tabs to absorb the tolerances of the bottle. Then, all you had to do was simply snap the stainless steel ring onto the glass.

Our expertise in packaging solutions soon enabled us to offer refillable packaging from 2006 onwards.

We manage large runs, without neglecting the smaller ones. We have been supporting brands in their development since their creation. A good example is the Kilian brand, created in 2008.

2005, 2006, 2008, 2015... 2020, things speed up!

Isaure de la Noue : It was a time when we were making huge strides, which forced us to expand our teams in China (10 people today).

It was also when we set up a design office at our Paris head office.

And this year, we are strengthening our commercial presence with the creation of two new positions in Paris and New York.

You also focus on diversification and relocation.

Isaure de la Noue : We have been working on relocating to Europe since 2005. For Zamac, we have an industrial partner in Italy. And in France, we are developing partnerships with plastic injectors, stampers as well as glueing and assembly workshops.

As for diversification, it has always been part of our strategy. One example is the stake we took in a start-up, Phone Me, which is developing NFC chips that can be embedded directly in the products. This allows us to interact with consumers by providing them with frequently updated information.

This means that we are now able to provide connected solutions. Using a smartphone, Phone me© enables users to access a retail website, display a video and a whole lot more, automatically in the user's language, but without having to download an app. With a simple gesture, you can connect your brand. Since 2013, we also have a commercial partnership with a Japanese company, to offer transfer labels, like decals, and to provide customers with finishing solutions with up to seven colours. The perfect solution for limited editions.



100% refillable compact for Fara Homidi, made of Zamac and bioplastic with a shiny turquoise blue lacquering finish

world when we were working for a company that was producing them in Asia.

This explains our knowledge of metals that we use today, our solid network in China and, of course, our name Metapack.

In 1998, we started up in partnership with Cartonnages Dupuy.

manufacturers who have real expertise. And, above all, we come up with ingenious solutions that no one else offers. For example, the project to cover a Carolina Herrera bottle with leather: because the bottle varied in size, it was impossible to standardise the leather and glue it directly onto the glass.

A THOROUGH TECHNICAL APPROACH AND MANAGEMENT

One of Metapack's strengths is its rigorous technical approach and project management. Managing properly is one of the keys to success and longevity. Vahé Der Minassian, Associate Financial Director, explains.

Dealing with complex briefs and uniting several factories around a single project. It is not that simple...! It is all about delivering on your commitments, from the design stage right through to product delivery.

Vahé Der Minassian : We look for optimal solutions in terms of feasibility, costs, and deadlines, be it for special event products or catalogue products, components, or customisable standard products. Our strong links with our manufacturers in China and Europe, based on partnerships and shared experience spanning almost 25 years, have earned us a reputation for our ability to respond to complex briefs and to unite up to five or six factories around a single project.

Our involvement is no longer in question, from small production runs to large volumes and reorders.

Our knowledge of multi-material tools gives us the ability to consider a complete range of solutions. The budget, the aesthetic requirements, and the level of quality targeted will guide us towards an informed and pragmatic proposal.

You have a reputation for taking on challenges and responding to complex briefs, with particular volumes, material combinations, and exacting standards of quality and innovation.

Vahé Der Minassian : When it comes to materials, whether metals, plastics, or leather, complex technical briefs are no new territory

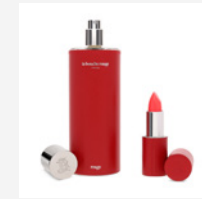


for us. Orchestrating, anticipating, and coordinating is part of our day-to-day work. We commit ourselves and deal with contingencies with complete transparency. We use a wide variety of processes. They range from injection and stamping to over-moulding and chemical etching. We master a range of surface treatment and decoration techniques (electroplating, electrophoresis, lacquering, anodising, metallising, enamelling, silk screen printing, laser engraving...). The materials we use are just as varied: zamac, aluminium, brass, steel, and stainless steel. Among the commonly used plastics, we are also testing bio-sourced plastics to meet our customers' CSR requirements. Leather, PU, and fabrics are also used occasionally as applications on the products we develop.



Diptyque compact - stickers

FOCUS



La Bouche rouge

Lipstick case with a hand-crafted, leather-wrapped stainless steel tube. Zamac perfume cap assembled with a cork insert instead of a plastic insert.

Jo Malone

Metapack has developed a custom set of mono-material home fragrance accessories for Jo Malone. A wick trimmer with bow shaped handled and fully made of Zamac (15% of which is recycled), is an original concept. Two half shells are assembled above the blades to collect the burnt candle wick. The snuffer takes the delicate shape of a flower.



Caron

Injection-moulded Zamac cap with galvanized stainless steel bottle helmet and collar, the whole with a pale gold galvanised finish.

Diptyque

Development of the Diptyque Carrousel for the 70g candle in stamped steel and Zamac. The openwork charms are hand-fitted and made from steel via chemical etching with a shiny gold galvanised finish.



Sabé Masson

The Sabé Masson cap features a top plate, engraved in mineral PP, for a ceramic effect on a Zamac base injected with a shiny black finish via electrophoresis.

La Bouche Rouge

Refillable case with no magnetic mechanism to maintain the pan, and with a polished inner surface to avoid the use for a mirror.



ENVIRONMENT : RISING TO THE CHALLENGE !

At a time when environmental choices are being made, it is vital to provide reliable, verified information on the use of materials proposed and processed for luxury packaging.

Since 2003, Metapack has been committed to a socially and environmentally responsible approach with its partner factories. Regular audits are conducted to keep track of their progress.

Over the years, Metapack has developed its expertise using different metals such as brass, steel and aluminium, however, for its creations, Zamac remains the flagship material. "In 25 years, Zamac has become extremely popular. Its cool feel and weight lend it a touch of luxury. It can also be moulded like plastic, it can be used to create complex shapes, and it can be galvanised and lacquered... It is also a material that fits in with the concept of sustainability," specifies Annette Der Minassian. "All the specialists agree on the circularity of this material, its recyclability as long as it is sorted, in the same way as aluminium, which is commonly used by the food industry. Data on alumi-

nium is indeed more widespread and accessible, although its transformation is more energy-consuming, and its durability is lower than Zamac in the case of refillable packaging."

A full range of standard packaging

A pioneer in this field, since 2008, Metapack has been offering a full range of customisable and refillable standard packaging (caps, travel sprays, cases, lipsticks, and sticks) made out of Zamac, a sustainable and recyclable material. Zamac has also many technical advantages.

A material whose properties are often little-known: its remarkable resistance to corrosion, its weight, its high dimensional precision, its adaptability to multiple surface treatments and, of course, its high durability.



Refillable vaporizers



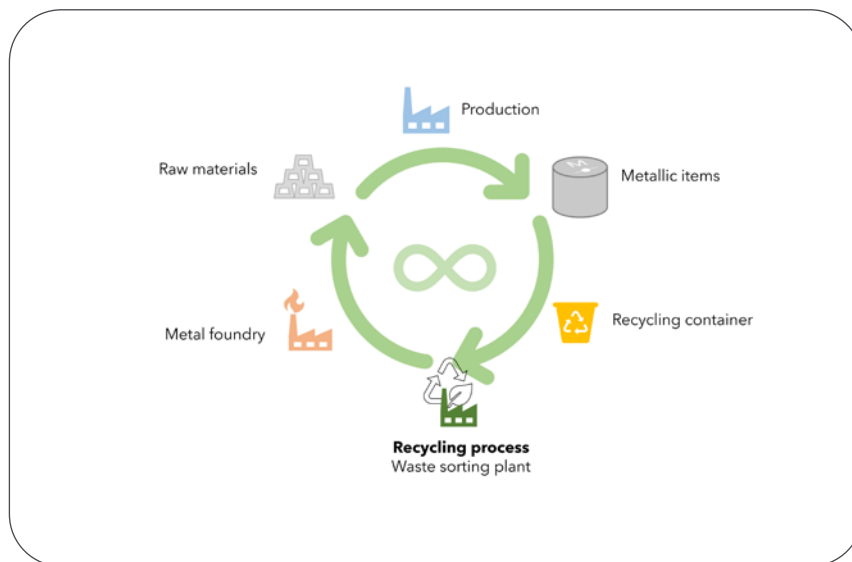
Recycling: Not an empty word for Metapack

To answer the various questions on the subject, the Metapack team has tested the recycling of its parts in collaboration with an environmental engineering consulting agency, a manufacturer of metal waste sorting machines, a domestic waste sorting centre and a glassmaker.


"It's something of a hobbyhorse for us. We worked with Veolia and Derichebourg and went on-site to check its recyclability. It can be easily sorted since we made an experiment of tracing our products and obtained an excellent capture rate of up to 90%. It is also a material that fits in with the concept of refillability and luxury. As in the old days, we are going back to beautiful objects that can be kept, refilled, and passed on to future generations, like the compacts created for La Bouche Rouge or Fara Homidi," details Isaure de la Noue. "This study allows us to support brands. The results show how important shape, alloy and size are, in captu-

ring products at the end of their life. Building on this expertise, we are strengthening our position in the development of refillable metal products. We are

continuing to focus on zamac, which remains a great asset when it comes to sustainable packaging."



Zamac, a valuable waste adapted to the circular economy.





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Meet us at PCD Paris on January 17 and 18, 2024
Paris Expo Porte de Versailles

STAND K183





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