

Press release

May 16, 2019

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Glass packaging as an integral style element

Gerresheimer at CosmeticBusiness in Munich

Düsseldorf/Munich, May 16, 2019. Held on June 5 and 6 in the MOC congress center in Munich, CosmeticBusiness is the one and only meeting place for the cosmetics and supplier industry in Germany, Europe's largest cosmetics market. Once a year, international cosmetics firms and their suppliers convene in Munich to formulate new ideas, exchange experiences, and do some networking. As a specialist in the manufacture of glass bottles and jars, Gerresheimer will be on board too. The company makes glass containers for the masstige and prestige markets on behalf of some well-known brands and will be showcasing its latest creations for high-quality perfume and care products at booth E06.



“People buy scent with their eyes,” says Bernd Stauch, Senior Director Sales Cosmetics at Gerresheimer. Anybody looking to buy a fragrance in a perfume store will find a huge selection of bottles in many different shapes, colors, and sizes. You reach for a bottle whose appearance best conveys a certain idea of the scent it contains. A person looking for a sporty, invigorating fragrance will be more drawn to a flat, sober shape than someone after a weighty, sensuous one.

Glass packaging as an integral style element

In no other market is the glass packaging, i.e. the bottle, such an important design tool as in the cosmetics industry. Be it for care (cream jars, make-up, or dyes) or actual fragrance (perfumes, eaux de toilette, or aerosol sprays), the glass packaging is always the integral style element in the marketing concept, the external “ambassador” of the valuable content. And then there are the special safe-like characteristics of the glass packaging that mean that none of the content can get out and nothing from the outside can get in. Inside the glass, the contents are protected in the best possible way and interactions are completely ruled out. This starts with a special glass recipe to underline the crystalline and flawless character of the valuable contents through the glass packaging. Gerresheimer's plants in the German town of Tettau and the Belgian town of Momignies specialize in making high-quality glass for the cosmetics industry.



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Decorations – adding the customizing touches

Numerous finishing and decoration techniques allow high-impact brand messages to be designed and showcased in an unmistakable and eye-catching way, ensuring variety in both appearance and feel. Decoration is regarded as anything that can be offered to customers as added value alongside the classic areas such as screen printing, color spraying, acid etching, and pad printing, such as fitting plastic inserts. Gerresheimer's new high-performance Decoration Centers at Momignies in Belgium and Tettau in Germany employ the latest technology such as UV printing, which uses ultraviolet light to dry the printing ink as soon as it has been applied.



Clarins and Sanoflore products currently stand out thanks to simple but elegant clear shapes, subtle colors, and glass surfaces acid-etched to a satin finish.

More information

[Gerresheimer Primary Packaging Glass Cosmetics](#)

[Gerresheimer Momignies](#)

[Gerresheimer Tettau](#)

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About Gerresheimer

Gerresheimer is a leading global partner to the pharma and healthcare industry. With specialty glass and plastic products, the Company contributes to health and well-being. Gerresheimer operates worldwide and its approximately 10,000 employees manufacture products in local markets, close to its customers. With plants in Europe, the Americas, and Asia, Gerresheimer generates revenues of around EUR 1.4 billion. The comprehensive product portfolio includes pharmaceutical packaging and products for the safe, simple administration of medicines: insulin pens, inhalers, micro pumps, prefillable syringes, injection vials, ampoules, bottles, and containers for liquid and solid medicines with closure and safety systems as well as packaging for the cosmetics industry.

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