

By and large, according to Miquel Bossoms, there is a lot of embossing with ever more specific finishes. "The finishing tends to become more complex and it is now common to mix decoration operations. Silkscreen printing can precede the traditional recessed engraving so as to increase the impact of the message", explains Marie-Paule Bonici. Lisi will be revealing its second collection of visual and tactile material effects at Luxe Pack. "Preoxidised aluminium stamping or double silkscreen printing will possibly be successful paths", she anticipates. An avenue also explored by Seidel, which is working with universities to develop new renderings using anodisation. At Augros, a powdering solution is called on, "a more economical process than lacquering", explains Didier Bourguine. And Virojanglor launches a python effect for Nicolas Feuillate.

Luxury forms

Progress in mastering metal forming is continual, as Jean-David Curiel confirms: "We are managing to gain much better knowledge of the possibilities of metals because of anamorphosis studies on their malleability in mass production". The result is ever more creative parts. For example the metal box produced in three shades for Jean Paul Gaultier's flagship fragrances. The base is square and a gift box with a raised ribbon, which extends over the sides, is featured on the lid. "The embossing is 1.5 cm high for the bow", he explains, "and a hydraulic swage was needed on the inside of the lid." For Pommery, Virojanglor designed a box hugging the shape of the bottle. "The difficulty lies in drawing the shoulder so as to follow the champagne bottle outline as best as possible. The rounded closure also called for a specific tool to be developed", he adds. The final touch was the lacquered aspect of the



Photo : Cavin Klein

House blue kept for embossing without losing any luminosity. "As the transfer presses have more forming stations than the 12 usual ones, they allow for greater forming of complex shapes to begin with", adds Susanne Schmidt. The German company has developed two aluminium parts for the 75 and 125 ml versions of Energise by Hugo Boss: "Here we have a large size for a spray cap, with the difficulty being in its asymmetric conical shape". Another example is the sleeve with pure curves garbing the bottle for Euphoria by Calvin Klein, topped by a big, rectangular, silver cap (Jackel).

Aluminium strikes lucky

As large-sized parts are found in skincare products, a market is opening up to metal. "With 50 % growth a year, it represents great potential", says a delighted Susanne Schmidt, "even if the figure is still low." For example, the Hugo Boss Skin range for which Seidel made three parts in silver matt brushed aluminium: two rings with a recessed engraving and a top actuating dosage. As Didier Bourguine adds, developments are often greater in value terms. "Even for middle-of-the-range products", he emphasizes, "the packs are increasingly sophisticated."



Photo : Zegna (YSL Beauté)

And it is not just a question of metallic touches. The total look is in fashion, for the high end and anti-ageing products in particular. For instance, Axilone produced a 100 % metal jar for Natura Bisse Diamond cream. "Here we have a covering in two parts, base and body, for the inside container made of glass and an engraved, shiny and matt silver cap", explains Miquel Bossoms. For Estée Lauder's Re-Nutriv line, Seidel developed a conical square jar in stamped, anodised aluminium, assembled with a plastic insert, weight and galvanised cover. "It was very hard to get the shape of the jar, this called for an R&D investment to master production in the desired quality", explains Susanne Schmidt. The jar, produced in three specific matt shades – gold, white gold and a brand new black finish –, is topped off by a shiny gold cap decorated with a very delicate recessed engraving. Another sign of a return to luxury that should be sure to steel the spirits of manufacturers.



Photo : Seidel