

SPECIAL Make Up In PARIS
STAND - J 41

Seriplast A.T. packaging

SINGLE AND DOUBLE CHAMBER RESEALABLE SAMPLE PACKS: THE REVOLUTION

On the Sériplast stand at the Make Up In Paris show in June, there were two major new products: two variantes of the company's flagship product developed in 2008 with the famous polypropylene split ampoule.

This time it is a resealable sample pack with a capacity of 1.5 ml and a double-chamber sample pack, also resealable, with a capacity of 1.2 ml. This packaging has been specially developed for CLARINS, for which an AWARD innovation dossier has been submitted for the PCD Paris 2025. In both cases, the challenge is always the same: to find a perfect breakability that allows the head and body of the ampoule to be separated and, despite the thinness of the wall, avoids

stem, a spatula, or a dropper. It is very easy to use: simply break off the head of the ampoule. In the case of a double-chamber ampoule, pour the product into the palm of your hand and close the ampoule by snapping the head back on when there is still product inside. The central skirt of the head keeps compartment 1 completely sealed from compartment 2. In the case of an ampoule with integrated stems, use it according to its specific application (lip gloss, serum, mascara, cream,...), and afterwards, close the ampoule by snapping the head for future use.

a personalised application, guaranteeing an optimal user experience. As well as being practical and attractive, the «Signature» range is eco-designed (mono-material). It is also recyclable and sustainable, meeting the growing demand for a reduced environmental footprint while guaranteeing quality and practicality.



Double compartment ampoule
- specific development -

any risk of leakage, while at the same time, and this is new, also ensures perfect re-sealability.

Mini gloss, mini mascara, mini dropper... variations are endless.

The main advantage offered by this resealability is the possibility of offering a head fitted with a gloss-type

There too, each ampoule is individually tested, and the trick lies in the design of the «in-house» tool moulds.

This range of innovative, adaptable packs called «Signature» is available in 3 formats: 1.5 ml, 3 ml, and 5 ml. Thanks to a choice of different applicators (dropper, spatula, brush, or fine brush) each product offers



1.5 ml 3ml 5ml
"Signature" ampoules



"Signature" ampoule
Many options



«SoftDrop» for gentle, controlled dispensing
«SoftDrop», with its modern, ergonomic design, is a new dropper that combines elegance, comfort, and precision for an unprecedented dispensing experience. SoftDrop's easy handling and precise application ensure gentle, controlled dispensing.

It is a nitrile-free product, which means it is healthier for consumers who are sensitive to synthetic materials. As an option, it can be fitted with a ball to optimise the mixing and distribution of delicate formulas for lasting performance.

EDITORIAL



Kévin Cènes Tartaglione

I am delighted to present you the second edition of our newsletter, which we launched at the beginning of 2024. This second edition serves to reinforce the messages we wish to highlight and continue to convey:

- Establish ourselves as a leader in the premium beauty packaging market in terms of decoration on plastic, glass, wood, and aluminium, as well as packaging innovation.
 - Strengthen our presence in export markets, particularly in the United States, by leveraging our partnerships. We are demonstrating this today with the partnership initiated with the American company ABA Packaging.
 - Strengthen our unique in-house expertise as a designer of our own decoration and assembly machines.
 - Take the offensive when it comes to the environment.
- This new issue illustrates perfectly what we have been talking about. Our new single- and double-chamber resealable sample can be seen as a true revolution. The increase in our injection capacity and our machine innovations clearly demonstrate our commitment to always be available to our customers in terms of production capacity.

Kévin Cènes Tartaglione
General Manager



The new injection workshop

PRODUCTION: INVEST, INVEST, INVEST !

Once again this year, Sériplast is sticking to its strategy, which throughout its history has consisted of reinvesting a large proportion of its turnover in its production facilities. At the end of 2024, the injection moulding workshop was extended to free up capacity, a 100% automated lacquering line was put into operation to allow complete in-house finishing, and a high-speed hot stamping machine was installed to perform contour edging on collars and caps.

One million euros will be spent this year on extending the company's injection moulding workshop by 480 square metres, adding four more injection moulding machines (two 200-tonne and two 150-tonne machines to the existing 22) and purchasing robots. These investments are essential to meet demand for the production of ampoules, roll-ons, and bottles. Of course, this ramp-up has been accompanied by a strengthening of the production and quality teams, including the recruitment of two technicians. A key point is the desire to produce according to quality and environmental standards currently in force in the high-end cosmetics industry.

A 100% automated lacquering line for complete in-house finishing.

Sériplast has also reached a new milestone with the acquisition of a state-of-the-art painting line, which will go into production in March. This new 90-metre line, comprising two spray booths with four spray guns each, has been designed to meet the growing needs of its strategic customers, who are always

on the lookout for a complete range of finishing services, all performed in-house. Capable of processing up to 20 million parts per year, the line is fully automated, ensuring consistent production



A new lacquering line

and optimum finish quality. By investing in a lacquering line, Sériplast is diversifying and strengthening its finishing capabilities, adding a new skill to its already extensive offering.

The new equipment also allows for colour gradient coating, a feature particularly sought after by upmarket brands who are always looking for customisation and sophistication in their packaging. «This new lacquering line responds to a specific

demand from our customers, who are looking for a partner who can provide a complete finishing service, with full control over all production stages, from design to finishing,» explains Kevin Cènes Tartaglione, Mana-

ging Director of Sériplast. «We have invested in this innovative solution to guarantee our customers shorter lead times and unrivalled flexibility. This project is in line with our development strategy which focuses on luxury and flawless quality. It is a new step that reinforces our company's role as a complete and innovative packaging player, combining technical expertise and strategic vision to meet the expectations of a rapidly changing market.»

HEADING TO THE USA



Mike Warford
ABA Packaging

Sériplast and American company ABA Packaging have made the right decision to work together in North America. Mike Warford, Business Development Director, ABA Packaging, explains.

Why is this new partnership with Sériplast important to you?

Mike Warford : Like Sériplast, ABA Packaging, which has just celebrated its fortieth anniversary, is a family-owned business specialising in the marketing of packaging for the beauty sector, particularly plastic-based packaging. Like Sériplast, ABA Packaging has always been committed to innovation. We are a representative of other European companies with the same DNA.

What do you think are Sériplast's key strengths and what do they have in common with ABA Packaging?

Mike Warford : Sériplast is not an «ordinary» plastics converter. It is a highly specialised converter whose originality lies in its specialisation, technology, and talent. Almost all of its products are unique and innovative.

A few words about ABA Packaging today...

Mike Warford : As I said, ABA Packaging Corp is a family business that has just celebrated its 40th anniversary. We market glass and plastic bottles and jars, aluminium screw tops and crimped bottles, aluminium cans, aluminium jars and closures, plastic and aluminium tubes, droppers, pump dispensers and plastic ampoules. Commercially, we focus on supplying and ultimately supporting small and medium-sized companies who buy small quantities. We also have customers who come to us for thousands and millions of parts. We have a huge amount of product in stock in our Holtville warehouse, worth around a million dollars.

MakeUP in Paris
SKINCARE & MAKEUP INSPIRATION

**SEE YOU ON JUNE 18 and 19, 2025
CARROUSEL DU LOUVRE - PARIS
STAND J 41**

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