

Captivating design for the new line of standard bottles dedicated to the market of cosmetics

The Plastics B.U. has recently launched a new standard line dedicated to the market of cosmetics; this endeavour is aimed at helping the companies specializing in cosmetics in speeding up the launching time for new products - which is getting increasingly shorter -, without neglecting a packaging satisfying the needs of the final consumer as to aesthetics and elegance.

The new series, with a captivating design, is characterized by bottles featuring simple and rounded lines with smooth surfaces that originate reflections giving elegance and luminosity to the packaging.



The bottles belonging to this line are made in PET through the injection-stretch-and-blow technique, which enables to obtain calibrated neck finishes further to walls with even material distribution and an excellent transparency, thanks to the bi-orientation of molecules.

The new series, entirely dedicated to personal care and sun care products, is made in PET and is available in the following sizes: 100 ml, 125 ml, 150 ml, 200 ml, 250 ml, and 400 ml. The whole line features a standard neck finish (GCM I 24/410 or GCM I 24/415 and for the bigger sizes the GCM I 28/410 neck finish) and is hence ideal for the closing of various caps and dispensers.

The wide range of various sizes also combines with personalization opportunities such as for instance the customized development of a special colour, the decoration and the resort to additives that may give the packaging special perfumes or change their colour according to temperature, and to pigments being able to produce special chromatic effects, such as for instance iridescence.

Bormioli Rocco, besides constantly enlarging the standard range, supports and advises its customers in the development of new projects for the realization of distinctive packaging guaranteeing them a sure success on the market. This very plus lead the most prestigious companies specializing in this sector to choose Bormioli Rocco.