

# VERESCENCE

## PRESS RELEASE

### Verescence creates an exceptional glass bottle with its SCULPT'in technology for Proenza Schouler's debut fragrance

**Paris, February 12th 2018** - Verescence, the global leader in glass bottle manufacturing for the perfumery and cosmetics industry, has manufactured an exceptional glass bottle with its SCULPT'in technology for Arizona, the first fragrance by fashion brand Proenza Schouler under a license agreement with L'Oréal.



The Arizona bottle was a real technical challenge and demonstrates Verescence's innovation capabilities both in terms of glass and decoration.

#### GLASS

Verescence used a unique and innovative glass forming process, the SCULPT'in technology, to create this artistic glass bottle featuring an asymmetric distribution of glass. *"This Verescence's patented technology SCULPT'in revolutionizes the glass bottle forming process and allows us to create singular glass distributions inside bottles blown through a standard neck finish."* explained Samuel Joachim, INPD Director at Verescence.

#### DECORATION

The Arizona bottle is magnified by a complex pad-printing in a coral color that emphasizes the faceted angles and the unique design of the bottle.

*"The pad-printing with a color gradient effect was also a technical feat realized in our decoration site in Abbeville (Hauts de France Region, France)"*, commented Samuel Joachim. The name of the product is silk screened in black on the front panel.

*"We are very proud of this disruptive innovation for Proenza Schouler's first fragrance by pushing the boundaries of glass bottle manufacturing. This was made possible through an effective collaboration between L'Oréal and Verescence teams"*, stated Samuel Joachim.

The Arizona bottle was made in France in Mers-les-Bains glass manufacturing site, Verescence's center of excellence for glass innovation, and will be launched in February in three sizes 30ml, 50ml and 90ml.



# VERESCENCE



## **Marketing & Communication contacts**

Astrid Dulau-Vuillet \ +33 (0)6 37 27 41 75 \ astrid.dulau-vuillet@verescence.com  
Céline Le Marre \ +33 (0)1 40 90 36 30 \ celine.lemarre@verescence.com

## **About Verescence**

Verescence is the global leader in glass bottle manufacturing for the perfumery and cosmetics industry and has a production capacity of one billion bottles per year. Verescence supplies its customers with glass through high quality, environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (four glass production sites and five decorations sites, three of which are in France), making it the partner of choice for the world's largest beauty market players. In 2017, the company employed 3000 people worldwide and achieved sales revenue of 335 million euros. For more information, please visit [www.verescence.com](http://www.verescence.com)

