

**Valois** 

DISPENSER OF INNOVATIONS

*division  
parfumerie & cosmétique*

**Customised**  
Development



## Our mission

To assist you in launching your perfumes and cosmetics by designing, developing and producing the best packaging at the right price to meet your functional, aesthetic and qualitative requirements.

- By recommending the most appropriate pump for your design from the Valois range featuring more than 32,000 possible combinations
- By creating packaging to suit your individual requirements, including the distribution system

Complete freedom of design

## Our products

A host of possibilities, from simple improved designs for existing products to elaborate combinations and original finishes that you can discover by browsing through our product solution sheets.

- > Fixed sprays
- > Side activation
- > Customised designs
- > Attractive actuators
- > High technical performance
- > Individually tailored packaging

### Key points

- Over 300 major launches undertaken in the last five years.
- Reactive, flexible organisation able to satisfy the demands of any product launch.
- Worldwide design and production teams with a 100% commitment to customised development.
- A network of industry partners enabling us to offer you a wide range of skills in the plastics, metals and decorative fields.
- Over 25 years experience in the service of prestige brands, combined with our extremely high motivation to meet all the challenges presented by a new product launch.

## Individually customised services

Because we believe that a successful launch depends on the most comprehensive customer support possible, we provide a range of services that can be tailored to the needs of each individual customer :

Consequently, our services are available to you throughout your product launch :

### > Simplifying your search for the perfect design :

- Infoplan: Our electronic design catalogue contains the complete Valois range
- Customised CAD studies

### > Viewing your ideas :

- Virtual animations
- Model creation

### > Checking feasibility and functionality :

- Rheological studies
- Prototype development
- Mechanical and compatibility tests performed in our integrated laboratory.

### > Managing your project :

- Packaging development: fully integrated by Valois
- Or co-development in partnership with the usual leading market suppliers.

### > Industrialising your products :

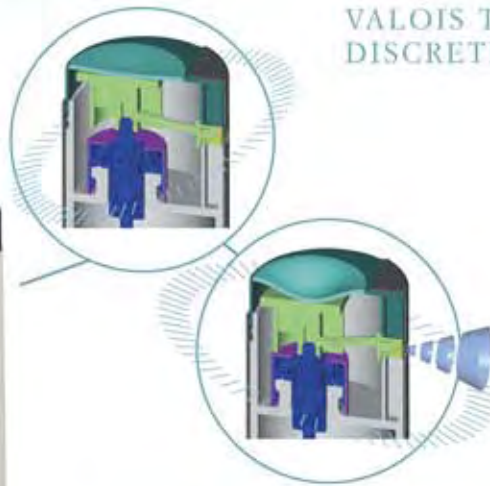
Develop moulds, stamping tools, assembling machines and decoration tools specifically dedicated to your product.

### > Assisting your product launch every step of the way :

Our Customer Assistance service is available to prepare and support your first packaging tests.

## Fixed sprays

### VALOIS TECHNOLOGY SERVING DISCRETION AND AESTHETICS



#### < EMPORIO ARMANI FOR L'ORÉAL

We first used the fixed spray technology on the Emporio Armani product in 1998.

Since then, the success of this application has grown.

**Our clients' need:** Harmonious design without the usual spray positioning restrictions.

#### Valois' solution:

- > A patented concept that discreetly integrates a pulverisation system inside the spray cap.
- > With the fixed spray concept, the window traditionally included in spray caps is not needed to allow the spray to pass throughout the pump's movement.
- > The end of the actuator is attached to the packaging, and the pump's movement is absorbed by the flexibility of the materials used.

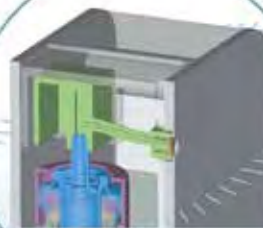
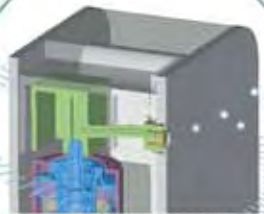
# Fixed sprays

## < RUSH FOR MEN FOR GUCCI

The judicious choice of materials and the design of the actuator mean the concept can be adapted to a broad range of our clients' designs.

Many of our clients, including Boucheron, L'Oréal, Van Cleef, Versace and others have chosen this concept.

Since 1988, over ten lines on the market have been equipped with fixed sprays.



**Valois**   
DIFFUSEUR D'INNOVATIONS

# Lateral action

## A VERY PERSONAL GESTURE



**Our clients' need:** To offer the consumer a very special gesture, to create innovative and unique packaging.

**Valois' solution:**

The search for totally new action systems while guaranteeing spray quality and comfort of use.



**< PACO RABANNE XS  
FOR PACO  
RABANNE**

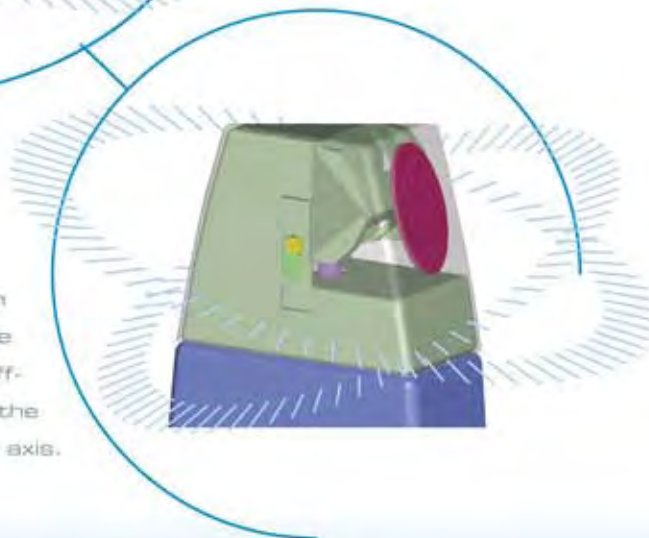
In collaboration with our client  
PUIIG, we developed an actuator  
equipped with spigots and an  
over-actuator with profiled tracks in  
order to redistribute the thrust axis  
along the axis of the pump.

# Lateral action

## OTHER AREAS OF RESEARCH



The design of these systems is optimised and adapted to the constraints of each packaging, guaranteeing comfort of use and perfect spray quality.



Totally new actuation concepts that allow the finger movement to be offset by 90° in relation to the pump's axis.

## Custom details

### THE LUXURY OF DETAIL

**Our clients' need:** To easily add an original touch to the standard Valois product line.

**Valois' solution:**

**> Insert surround**

- > The sense of detail with this patented nozzle surround, developed for the Mont Blanc, Présence pour Homme and Présence pour femme lines.
- > Precise injection and assembly for this symbol of the Mont Blanc line.

**< MONT BLANC LINE**



# Custom details



## > Oversheath trim

An original touch for these actuators trimmed with multi-coloured resin.

## > Diptube cladding

Originality in multiform diptubes.



## < MARGUERITE LINE



# Aesthetic actuators

## TECHNICAL MATERIALS

**Our clients' need:** To create an actuator that becomes an element of the product design by playing with shapes, transparency, colours, etc.

**Valois' solution:** To develop partnerships with the world's largest raw materials suppliers and work hard in the laboratory to identify technically viable possibilities for our applications.

### **Surlyn® developments:**

- > Significant mass and aesthetics for this Surlyn® actuator developed for our client Roberto Cavalli.
- > Mastery of the injection process.
- > Mastery of compatibility with the client's liquid.

### **< ROBERTO CAVALLI LINE**



# Aesthetic actuators



## TECHNICAL MATERIALS

Original shapes and compatibility with clients' liquids through a judicious choice of raw materials.

These parts required major work on the configuration of moulds and injection techniques in order to guarantee a high degree of transparency and irreproachable quality.



## < LOLITA LEMPICKA >



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# Technical performance

## PUSHING BACK THE LIMITS OF TECHNOLOGY

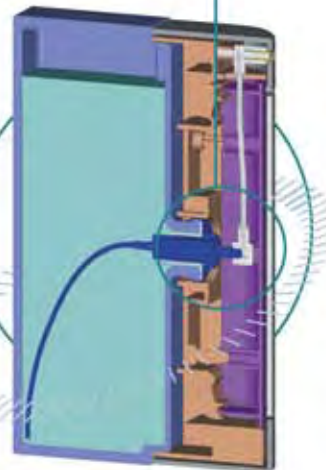
**Our clients' need:** To eliminate the usual technical and aesthetic constraints.

**Valois' solution:** Offer new directions to our clients, by allowing them to benefit from the latest Valois product innovations.



**Our clients' need:**

- > To have a spray offset from to the pump's axis with all the usual quality guarantees.
- > To be able to use the pump in a horizontal position and whilst totally immersed.



**Valois' solutions:**

- > To develop a totally new pulverisation system and work closely with our client on the guidance of the actuator overshoot.
- > To develop a patented self-sealing ring that allows the pump to be used when immersed in the liquid.

< **ULTRA-VIOLET**  
FOR PACO RABANNE

# Technical performance



**Our clients' need:** To protect product harmony by concealing the actuator insert as much as possible and obtain an actuator smaller than 5mm.

**Valois' solution:**

To develop the Inuit nozzle (Valois patent), the smallest in the world, a veritable technological innovation in injection and assembly operations.



A fusion of technologies in 0.8 x 2.9 x 1 mm

< **LOLITA LEMPICKA** >



**Our clients' need:** To customise the liquid by adding glitter without affecting the operation of the pulverisation system.

**Valois' solution:** To develop a filter made of an injectable porous material which is fitted to the pump or diptube, and which protects the pump from any rising glitter.



< **JEAN-PAUL GAULTIER** >  
and other client applications



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## Tailor-made packaging

### TURNKEY PRODUCTS READY TO USE

#### Our clients' need:

- > A one-stop shop capable of handling both the industrial design and total management of the development of a new launch.
- > To obtain a total unit, ready for packaging.

#### Valois' solution:

Upon request from our client Lancôme, we designed a unit integrating six packaging elements around the Evolution pump.

- > choice of materials (PCTA, pearlescent PP) and decoration (hot stamping, screen printing) guaranteeing high quality for this top-of-the-range launch.
- > Delivery of a complete unit ready to use on the packaging line.

For Nautica, a system ready to click on the bottle neck, based on our VP4 Seal Tight pump and with a specific actuator, including an on-off locking system.

- > Development of an automatic assembly machine for high-speed production.



**LATITUDE - LONGITUDE >**  
FOR NAUTICA

#### < ABSOLUE FOR LANCÔME



# Tailor-made packaging

## EPISCENT > FOR EBEL

For its Episcent line, Ebel asked us to design and produce this unit composed of a galvanised collar and a soft actuator overshooth covering a standard Valois pump and actuator.

Delivery of a complete, ready-to-use unit.

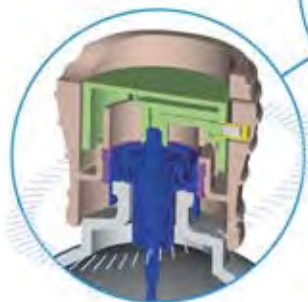
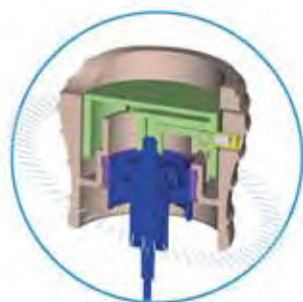
For Chanel a single unit ready to fix, including an Evolution pump and actuator, assembled in a screw thread with sealing ring and an aesthetic overshooth in black PCTA.

## < VITALUMIÈRE FOR CHANEL

### MANY OTHER POSSIBILITIES, ADAPTABLE TO EACH CLIENT DESIGN:

On request from our clients, our development teams can totally integrate the design, creation and production stages of their packaging.

Ready-to-use units based on our Seal tight pumps, the heart and the motor of quality packaging.



Many clients have demonstrated their confidence by asking us to design complete, tailor-made packaging for them: CHANEL, EBEL, L'OREAL, LVMH, UNILEVER, YVES ROCHER, etc.

# Technology Overmold

## Create even more original perfumery packaging !

Overmold is a patented process for overmolding a transparent resin around an already-assembled spray actuator. This enables the brands that use customized pump bottles to produce even more creative packaging.

### An amazing visual result:

- > After the overmolding, the actuator looks as if it is "set" in a crystalline mass in whatever shape is chosen (cubic, cylindrical, etc.)
- > If the enclosed actuator is colored, the transparent mass produces visual distortions and magnifying effects, whereas if this actuator is transparent, this gives a highly qualitative overall actuator.

### No more compatibility problems:

- > The problem of compatibility between the perfume and the crystalline resin disappears, as the overmolding is done on a totally compatible standard polypropylene actuator.
- > This technology is also applicable to pump bottles for dispensing cosmetic products. Finally, the functional characteristics of the actuators, such as spray quality, are fully preserved.

### Materials that can be overmolded:

> In addition to transparent resins, it is possible to overmold colored resins, tactile-effect materials, as well as materials with a smooth surface and a deep color, such as a lacquer (ideal for shiny black).

### Great simplicity:

> Valois plastic actuators are first assembled on mass production industrial lines and then a single overmolding operation produces the finished actuator.





## Go further in the customization of actuators !

Valois can offer its customers an in-mold decoration process, already well known in other sectors such as telephony for example.

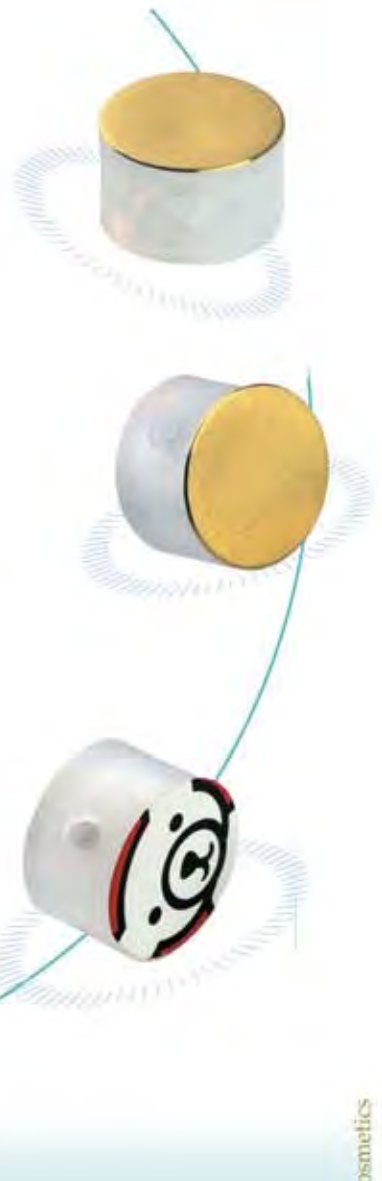
### The process:

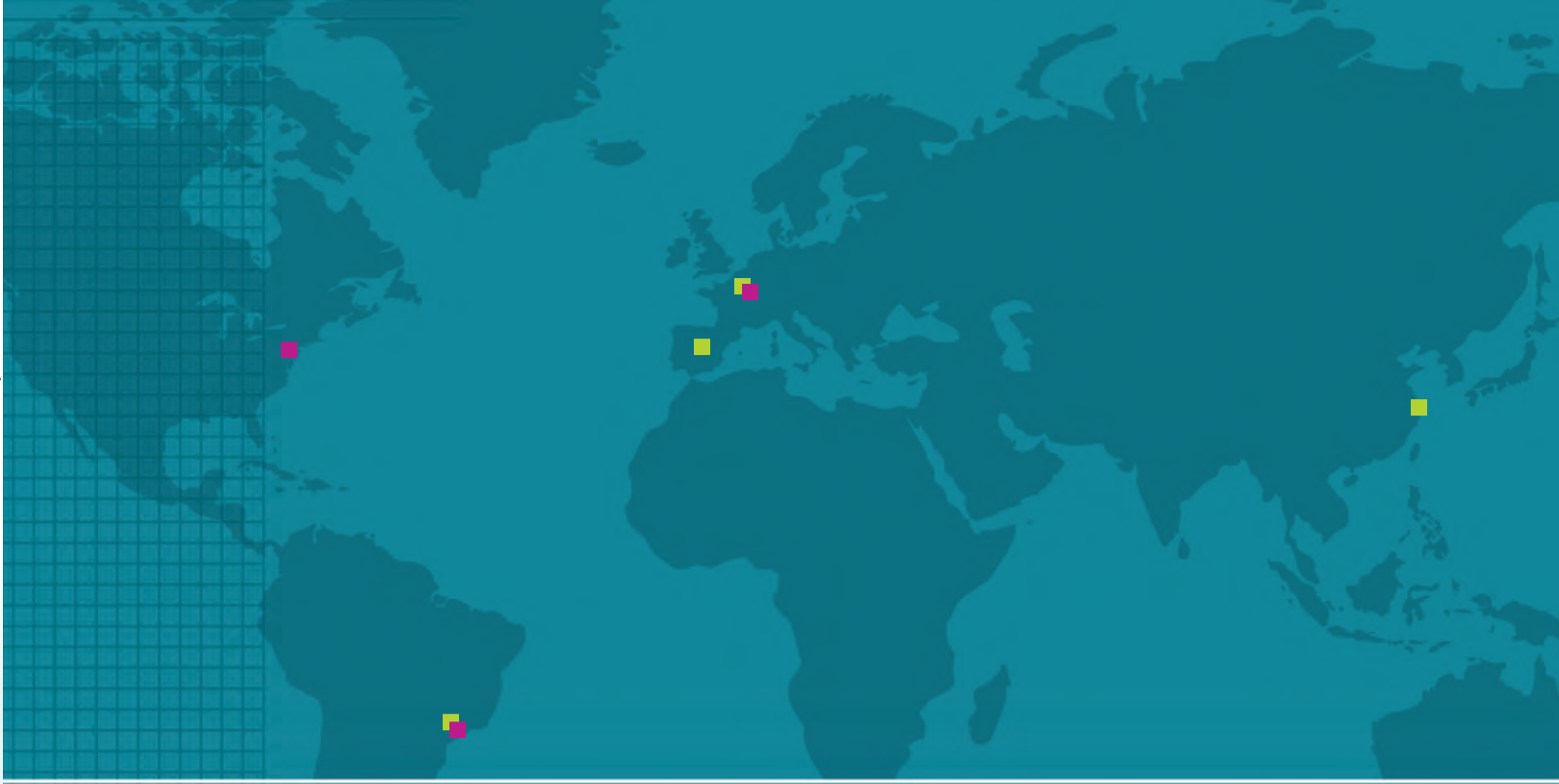
> A decorative film is applied on top of a push actuator during its molding. This results in ease and speed of implementation, as there is no further decorating process. The decoration is extremely durable thanks to the process itself, the film being protected by the varnish already present.

### Almost endless decorative possibilities:

> There are multiple possibilities. The top of the actuator can be adorned with the brand logo, a photo of the communication or the designer, a drawing, a motif, a texture...

> In short, any photographic quality reproduction of an image in four colors, including metallic finishes, or brushed effects, holograms...





- Production site
- Design office

## Your contacts

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Customised  
Development

**Customised Design & Development** ← a system tailored to your requirements