

Press Release

For immediate release - 28/05/2013

Original Link: <https://www.quadpack.com/assets/11033612/lujoso-tapÃ³n-de-madera-para-leau-boisee-de-guerlain/>

Luxury wooden cap for Guerlain's L'Eau Boisee

Vetiver, a scented Indian root, was the inspiration for the fourth fragrance in the Guerlain Homme range. Infused with woody notes, L'Eau Boisée comes in the signature square bottle, appropriately adorned with a wooden cap developed by Technotraf.

According to Guerlain, the glass and ash wood bottle evokes the characteristics of a man with uncompromising chic. In producing the cap, Technotraf reproduced the exact geometry of the glass bottle used for the Guerlain Homme range. Replicating the existing surlyn cap for a wooden cap in ash, it ensured a perfect fit between component and bottle.

The cap is decorated with the logo laser-engraved on the top, for a subtle debossed appearance. A protective layer of varnish covers the cap and brings out the woodgrain pattern. With the grain varying on each cap, every single bottle of L'Eau Boisée becomes unique.

The wood used comes from sustainable, PEFC-certified forests, tying in perfectly with Guerlain's social and environmental projects. L'Eau Boisée itself uses vetiver cultivated in Southern India, which brings income to the local population and protects the land from erosion caused by elephants, who do not like its scent.

Technotraf Wood Packaging is a Quadpack company.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing

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