

Original Link: <https://www.quadpack.com/assets/11602429/comment-choisir-le-flacon-de-parfum-ideal/>

How to choose the perfect perfume bottle

Alessandro Prestini, CEO of Quadpack perfumery partner Premi, explains what to look for when choosing a perfume bottle for your fragrance.

Quadpack: How important is packaging in the perfumery business?

Alessandro Prestini: Primary packaging is of vital importance in perfumery. It helps perfume brands convey the idea behind the product, the message behind the fragrance. More than anywhere else in the beauty market, the visual aspect of the packaging is a key factor in persuading consumers. That is why it is essential to get it just right. Investing time and resources in developing the bottle can help make or break a perfume brand.

Q: How does the packaging complement the brand?

AP: Brand is everything in the fragrance world. A perfume pack can take different shapes, colours and finishes. The decoration possibilities are endless, but what matters is that the look and feel is right for the brand. A fragrance bottle for the teenage market will look vastly different from a bottle aimed at professional men. A good packaging developer will take a marketing brief and, depending on the brand values, target audience and fragrance type, develop pack proposals that not only match, but also enhance the brand image.

Q: What are the advantages of bespoke packaging?

AP: Bespoke packaging is the first choice for many of the top brands. It is a sure way to ensure the pack is unique in the market in every sense. There are no compromises to be made.

Q: Is bespoke always best?

AP: No, bespoke is not the only solution for every fragrance. It is certainly the most expensive and lengthy way to ensure a unique-looking bottle. However, there are simple shapes on the market (cylindrical, square, rectangular), in different capacities (30, 50, 100ml) that can be skilfully developed without new moulds. In expert hands, a personalised standard bottle can be as striking as bespoke, but with less investment and a faster time to market.

Q: What are the advantages of a standard bottle?

AP: As I mentioned before, there are savings to be made in economy and speed. Beyond that, companies can easily order test samples to try out decoration options, for example. They also usually carry a lower MOQ than bespoke. This means it is possible to issue a trial series of a product to test market reaction. Depending on the feedback, modifications can be made for the launch proper, improving the chances of the product's success.

Q: What should you consider when choosing a perfume bottle?

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AP: If you are launching a fragrance for the first time, a standard solution would be my recommendation. Here are some tips to help you create the perfect bottle:

- .Analysing your brand image, target audience and type of fragrance will give you a good idea of the shape, colour and capacity you need.
- .Avoid very strange shapes; personalisation and decoration offer a smarter, cleaner way to demonstrate your brand's personality.
- .A neck size of FEA 15 will allow you to choose from a lot of caps and pumps to embellish the bottle.
- .The bigger and flatter the surface, the easier and more consistent the decoration.
- .Check out the different colours of glass available. Depending on the glassworks and the sand used for production, you will find green, grey, yellow and other colours.

Q: Any other technical aspects to be considered?

AP: One of the most important aspects to bear in mind is the bottle capacity. Alcohol can expand at high temperatures, so you must leave a margin.

Q: What should you expect from your supplier?

AP: Good packaging suppliers are more than sales people selling from a catalogue. They should understand both the aesthetic and technical issues of developing your fragrance packaging. They should be flexible and give you good advice, to ensure you not only get what you want, but also what you need.

Q: What are the current trends in fragrance packaging?

AP: In terms of shape, it's back to basics, with simple, geometric forms. In contrast, more attention is being paid to little details and decorations. The use of charms, for example, gives the consumer a perception of exclusivity and luxury.

Another trend is the use of materials with a sensory appeal, like wood or soft-touch finishes. Besides the sense of smell, the sense of touch adds to the emotional experience of the product. Interestingly, male fragrance market it is maturing very quickly and brands are looking for unisex shapes. The bottles we developed for MOMODESIGN are a perfect example.

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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 partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass

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