

TECHNICAPS

RE-FEEL

CRITERIA APPLICABLE TO THE INNOVATION

- Recyclable packaging
- Reusable packaging
- Responsible sourcing

DESIGN

Technicaps, The Groupe Pochet and Cilkoa decided to join their expertise and know how to launch an innovative refillable solution for the skincare market.

The aim of the Re-Feel Project is to offer an innovative refillable skincare jar with recyclable materials for the complete product and no plastic for the refill part while staying in luxury codes.

The jar is in glass, infinitely recyclable material, and has been designed to follow the contours of the refill minimizing empty space between the refill and the glass walls, reducing its weight and offering elegant round curves that makes echo to the refill shape.

The refill is made of cellulose without plastic liner thanks to an innovative mineral barrier treatment to water and oil that enables it to be recyclable and stay natural in look and feel.

The cap could be in biosourced or recycled plastic to offer a whole eco-conceived product:

- Refillable
- With recycable materials
- With a rethink design to be in the luxury codes while reducing the amount of used materials.

REDUCTION MATERIALS

The Re-Feel product is an innovative refillable skincare jar that uses the just right amount of the right material for the right purpose to reduce the environmental impact:

- The cap is monomaterial made of biosourced/recycled plastic and eco-conceived to reduce at the maximum the plastic amount while keeping the opening/closing and sealing functions.
- The refill cup is entirely in cellulose sourced from sustainably managed forests and certified by PEFC and FSC. It is enhanced with a very innovative barrier treatment from CILKOA. The Groupe Pochet and Technicaps are able to propose the first and unique refillable solution for cosmetics with no plastic liner, current solution on the market, which ensures good compatibility with oily and watery bulk. Thanks to the cellulose material and this never seen mineral barrier treatment, the refill cup is fully recyclable.
- The jar is in glass containing 15% PCR and its weight has been reduced to offer a jar in lightweight glass. It has fine walls while having same resistance and quality of Pochet du Courval glass to keep this glass case over time. Using 15% PCR enables Pochet du Courval to reduce by 5% CO2 emissions and to reduce the raw materials consumption.

PROCESS OF PRODUCTION

- The Re-Feel product is fully made in France by Groupe Pochet and Technicaps:
- The glass jar is made by Pochet du Courval in Guimerville glass factory.
- The cellulose refill is made by Technicaps with Cilkoa innovative barrier treatment in its Challes industrial site.
- The cap is made either in Qualipac french sites (Aurillac, Château Thierry or Chartres) or in Technicaps Challes site.

The Guimerville site has shown consistent progress across various environmental indicators in recent years, a few key figures:

- 18% CO2 emissions for the last 10 years
- 94% water consumption compared to 2014

Moreover Pochet du Courval has the Platinum EcoVadis medal. Technicaps industrial site uses a wet molding process to transform cellulose with a masterization of the water consumption of the process: all the water is used in a closed loop to ensure the minimization of the water waste in the process.

SUPPLY CHAIN

The Re-Feel product is an innovative refillable jar made 100% in France although it is a multi-material solution made by two suppliers. Groupe Pochet and Technicaps decided to join their expertise and know how to offer an optimized supply chain with industrial sites closed to filling sites to reduce the kilometers traveled.

The cellulose is 100% from France sourced from sustainably managed forests and certified by PEFC and FSC., close to Technicaps plant, as well as the sand, first material to make glass, close to Pochet du Courval plant.

MARKET ADAPTABILITY

The Re-Feel Product is an answer to the demands for reducing CO2 impact and environmental impact in global. The consumer expectations are also to have less plastics in their beauty products. With its refill cup made of cellulose without plastic liner its glass jar and its monomaterial biosourced/recycled plastic cap, the product does not contain plastic from virgin fossil oil.

Moreover, the Re-Feel product answers to luxury market expectations for having refillable product without quality and aesthetic compromise: a luxurious glass case with a recyclable refill cup. After one refill, the impact of the Re-Feel product is reduced by 36% compared to a single use of a standard skincare jar.

END OF LIFE

The Re-Feel product has been conceived with recyclable materials and a significant reduction of the weight to reduce at the maximum the environmental impact especially at the end of life. All the components are easily disassembly.

At the end of use, the consumer keeps the glass jar and the biosourced/recycled plastic cap. The refill cup, that can be sold alone, is made of cellulose and plastic free thanks to the innovative barrier treatment from Cilkoa made with mineral and resistant to oil and water, so that the cup is recyclable. Even if the consumer would like one day throw the cap and the jar, the jar is in glass, infinitely recyclable with well-established recycling sites and the cap is in monomaterial plastic that are recyclable in mainly recycling flow.

