

Press release – September 2010

Luxe Pack Monaco congress – October 20 – 22, 2010

Novelties and an exclusive event on the SGD booth! (Hall Ravel – Booth RD5)

SGD: «OUR INNOVATIONS HIGHLIGHT YOUR DIFFERENCE »

For the 2010 edition of the Luxe Pack Monaco congress, SGD will be presenting a major and exclusive overhang for eco-design in Beauty...

You will also discover new stock items, the 2009-2010 major clients' launches, 2011 trends and latest innovations in decoration.

I. EXCLUSIVE : Eco-design innovation!



After the launch of the **Infinite Glass**, the **1st 100% recycled - 100% recyclable glass** dedicated to perfumery and cosmetics in 2008, SGD goes on innovating on the Beauty market.

SGD chose the 2009 Luxe Pack congress edition to launch in exclusivity **NAYA**, the **1st 100% eco-designed industrial project**, building a partnership with 4 other industrial major players.



To innovate further in **eco-design in Beauty**, SGD will initiate once more an **exclusive multi-partner project**, unveiled on the occasion of the 2010 edition of the Luxe Pack congress.

m o u v e m e n t i n f i n i

The **Mouvement Infini** gathers now the 5 partners who initiated the **Naya project**, plus 3 new partners, industrials again and committed with eco-design problematic.

Their new challenge: crossing a new frontier in the world of cosmetics and organic, eco-friendly perfumes

After developing **Naya**, **Mouvement Infini** has transcended product and concept to create **Emoi Infini**, a **box of three eco-designed perfumes**. In developing manufactured solutions optimized and integrated, it offers an innovative position in the luxury market.

This product moves away from commonplace environmental claims in favor of an elegant, sensory-oriented message.



Elle, Lui, Moi (Her, Him, Me) is a line of three complementary men's, women's and children's perfumes that **creates links** between materials, individuals, and generations and adds a **unique emotional touch** to the purely functional. Going beyond seeking change, it advocates a genuine state of mind: **An infinite sharing of emotions – that's what we mean by sustainable development.**

Developed both for manufacturers, who produce it, and consumers, who wear it, Emoi Infini is the fruit of a **comprehensive eco-friendly approach integrated to the product**. It **doesn't appear any more as a constraint** and, anticipating the operational solutions, remains very real. All steps in the process – raw materials, fragrance, production, bottle, box, consumption – have been well planned and designed: a chemical-free coloring process, a box without husks or adhesives, 100% recycled glass (*Infinite Glass* by SGD) and PET, organic jus, and a pump dispenser with a removable cap. All materials can be endlessly sorted and recycled.

In launching Emoi Infini, we are bringing a whole new perspective, **moving from integral eco-design to integrated eco-design.**



To be discovered on the SGD booth (Hall Ravel – booth RD5)!

Le Verre Infini a son site :
The Infinite Glass has its own website:

www.verreinfini.com




II. Stock items from La Collection support the “Green Attitude”!

SGD enriches its standard stock of **La Collection** with 6 new items made of **Infinite Glass** (registered brand), **the 1st 100% recycled – 100% recyclable glass** dedicated to perfumery and cosmetics.

Ten items (5 bottles and 5 jars) from La Collection **made of Infinite Glass will be available on stock**, including the latest product, **the new prestige jar Venus** that will be launched in exclusivity during the Luxe Pack!



The new items in Infinite Glass will be noticeable thanks to the logo  engraved at the bottom of the bottles and the jars. Therefore, consumers and brands committed into an eco-responsible approach will be valued.

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III. 2009-2010 major clients' launches

World leader in glass bottles manufacturing, we dedicate our know-how and innovations to the brand's creativity.

A success underlined by the numerous customized products launched in 2009-2010 and produced by SGD are beautiful illustrations of a fusion between **innovation** and **creativity**:

Essence, Narciso Rodriguez (BPI) – Balenciaga Paris (Coty) – Voyage d'Hermès (Hermès) - Maison Martin Margiela (L'Oréal) - FlowerbyKenzo Essentielle and La Cologne, Kenzo (LVMH) - Aqua Terra, Omega – Fancy, Jessica Simpson (Parlux) - Usher VIP (Elisabeth. Arden) - Cristalle Eau Verte (Chanel) - Ma Dame, Eau Fraîche, Jean-Paul Gaultier (BPI) - Very Irresistible Summer, Givenchy (LVMH) - XX & XY Summer Editions, Hugo Boss (P&G) - Love by Nina, Nina Ricci (Puig) - Ricci Ricci, Nina Ricci (Puig) - White Zen, Shiseido (BPI), Flowerparty, Yves Rocher - Heat by Beyonce (Coty) ...



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IV. Trends and innovation

SGD will display the **2011 Trends** according to 4 main consumer attitudes.

These 4 lifestyles will be illustrated by sample creations demonstrating SGD know-how in decoration.

SGD will also show its most recent innovations in decoration:

- « **Ice** » **screen-printing** : like a million of droplets for a very realistic look on the bottle
- **Crackled screen-printing**, for a unique texture
- **Holographic hot-stamping**: hot-stamping of a decoration with thousands of holographic iridescent reflections
- **Internal treatment with silver mirror effect**
- **Anti-counterfeiting ink**: a new material that enables to check the authenticity of the product
- ...

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