

# BORMIOLI LUIGI

GLASSMAKER

## PRESS RELEASE

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### **BORMIOLI LUIGI ET MINELLI HIT THE RIGHT NOTE**

#### **WITH A GLASS AND WOOD LIPSTICK**

**With Italian glassmaker Bormioli Luigi confirming its entry into the glass makeup packaging segment, it has partnered with sustainable packaging specialist Minelli Group, on a project for a lipstick made from glass and wood. From this very Italian marriage, a true collector's item, both premium and sustainable, is born: TANGO.**

On the one hand, wood is a living material, its grain offering a particular esthetic and a unique feel; on the other, glass evokes a premium positioning, its transparency conferring precious gracefulness. They are brought together in a 100% sustainable niche product with characteristics catering to strong market demand.

#### **CRAFTED FROM GLASS AND WOOD**

This new-generation lipstick is built from an FSC-certified wooden base with a glass cap. A full-service solution, it can be entirely personalized through the choice of essence (beech, ash, maple...) and finishing (natural varnish, stain, metallization, standard and bespoke colors...). For functional reasons, the central ring is made from bio-plastic, featuring a removable click mechanism.

#### **RETHINK, REUSE, RECYCLE**

For this innovation, Minelli's mPacking division and Bormioli Luigi worked using a circular approach. TANGO is most of all designed as a bespoke product thanks to its strong identity and its refillable function. Robust, visually attractive and functional, it is designed to last. It is also assembled without glue so that all of its parts can be separated for recycling.

Discover this innovation at Paris Packaging Week 2023 at the stands of Bormioli LUIGI: H142  
Minelli Group: N173