

PRESS RELEASE

MAY 30

BORMIOLI LUIGI PRESENTS REVERRE

THE 100% GLASS REFILLABLE JAR

Recently launched as a standard version, Bormioli Luigi's refillable jar reinforces its positioning as a mono-material glass product. Named REVERRE, this patented concept has multiple advantages as a desirable, sustainable product for a distinctive consumer experience. In its standard format or as a custom development, it is suitable for a range of personalization solutions.



With its REVERRE design, Bormioli Luigi is pushing the limits of eco-design. It stands out with a glass inner cup that the consumer can replace with a simple gesture. This patented concept is made airtight thanks to a plastic ring designed so it does not perturb the recyclability of the product. Combined with an offer of original caps, this is a sustainable packaging solution with a premium appeal and an extended lifespan.

FROM STANDARD TO BESPOKE

Reverre is offered in two development options: the predeveloped catalog design can be simply personalized with décor and embellishments, and there is also the possibility for a made-to-measure concept. In the second scenario, anything is possible, from the glass shape to the size of the cup and cap; the teams at Bormioli Luigi will put in place the appropriate industrial processes and resolve the technical challenges linked to the design.

COLLECTOR'S EDITION

Designed to stand the test of time, the REVERRE jar is suitable for a distinguished design, that of a coveted object with a distinctive décor. Options include the Inside lacquer, hot stamping, engraving, sputtering...REVERRE plays in favor of product lines with premium décor and design that allow brands to provoke consumer loyalty.

Find out more: <https://youtu.be/or2F6-qob8Q>