

BORMIOLI LUIGI IS CELEBRATING THE 10TH ANNIVERSARY OF ITS INSIDE DECORATION TECHNIQUE

Launched 10 years ago, the Inside by Bormioli Luigi lacquering technique quickly became a code of the house. Over the years, brands have benefitted from a range of innovations and improvements: application technologies, shade selection, lacquer composition, environmental footprint... During the PPW 2025 trade show, Bormioli Luigi will have the opportunity to celebrate the anniversary of this signature decor and highlight its attributes.

From the beginning, Bormioli Luigi worked to make Inside an esthetic and reliable technical solution thanks to its stability, the compatibility of the lacquers used and tried-and-tested patented techniques. Year after year, volumes grew, benefiting a process that brands appreciate for its added value (esthetics, product differentiation, formula protection...).

In 2023, the Parma decoration atelier was equipped with a new machine bringing capacity to 40 million units per year. At the same time, the range of colors available was extended with metallic lacquers offering a popular mirror finish as well as new transparent colors suggesting delicacy and elegance. Another benefit of Inside is that it can be combined with the full range of complementary decoration techniques, including screen-printing, hot-stamping and lacquering. Last but not least, Inside decor can be used in a combination of colors or to create a graduated effect.

MULTIPLE APPLICATIONS

Initially dedicated to bottles in simple shapes, Inside has been adapted to even the most complex forms, as well as to cosmetics jars and makeup products like glass lipstick packaging. In this domain, Bormioli Luigi guarantees the systematic compatibility of the lacquers with the bulk, performing a specific compatibility test for each development.

AN EXAMPLE OF ECO-DESIGN

The Inside decoration technique respects eco-design principles and has a very good comparative life-cycle analysis score. The water-based lacquers offer lower consumption than external lacquers and do not disperse particles into the atmosphere. The bottle retains a glass thickness with transparency that allows it to be recognized by optical sorting machines in recycling centers.