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Chanel and Texen partner on an extra-large eco-designed compact

Chanel is launching its new "Les Beiges" product with a compact that is elegant not just in terms of its esthetics, but also thanks to a particularly daring format. Within the framework of its long-standing collaboration with the brand, Texen has reinvented its industrial approach in partnership with Roctool. The challenge was to offer esthetics faithful to the object's design codes and conforming with the House of Chanel's demanding requirements, notably when it comes to eco-design.

For this remarkable launch of a 10cm x 10cm format, one of the largest in the range, Chanel chose a food-grade rPET. Taking into account the technical constraints of the raw material, it was important to be especially attentive to the esthetics and eco-design of this thin-walled compact with a hinge that is particularly difficult to assemble.

Faced with these multiple challenges, Texen spent 18 months investing in R&D, industrial capability and in rebuilding conventional logistics capabilities. This optimization work concerned the full value chain: from the sourcing of the recycled material, the use of a high-solid varnish and the group's investment in **BESST*** technology.

A model approach to a sustainable partnership

Texen, with the support of the House of Chanel, was able to adapt its industrial model. The group overcame industrial limitations notably linked to the object's unusual format and to bi-injection integrating recycled content. Several technical constraints were resolved thanks to the perseverance of the teams involved on both sides and a common driver: "redefining sustainable luxury."

BESST* technology expertise

BESST technology – for B**eauty Experience Sensation Surface by Texen** – allows the sublimation of the material. It optimizes the manufacturing of parts, including ultra-thin parts, giving them super-premium esthetics and absolute shine. The Texen Lab has dedicated equipment for creating prototypes that resemble industrial models, allowing the material to remain fluid to create the perfect pack. This technology resolves, among others, constraints linked to recycled materials.

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