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For Chanel, Texen reinvents the compact for Le Blanc foundation

For its iconic Le Blanc foundation, the house of Chanel chose to switch its packaging to PET, all the while maintaining its rigorous technical and esthetic requirements. The choice of this complex material represented a strategic step for the brand and a new challenge for Texen.

This large, refillable compact houses a solid foundation that promises a luminous, radiant complexion. Until now crafted from ABS, it is now made entirely from PET (with the exception of the pin and mirror). With this strategic choice, the brand is anticipating changes in European legislation on cosmetic materials and pursuing its quest for ecodesign.

A historic collaboration

Another recent development, the XXL compact for Les Beiges, involved a number of challenges for Texen because of its large size and injected thin walls in rPET. This time, Chanel opted for PET and not rPET for reasons of color stability, given the pale color of the compact. In collaboration with the brand, this latest development demonstrates the numerous challenges imposed by the transformation and decoration of a new material. In order to respect the choice of PET, Texen drew on experience gained thanks to the development of the previous compact. It doubled down on creativity in order to respect the brand's high demand for quality, a priority it shares with Chanel. It was necessary to coordinate design and industrial processes and to challenge its partner suppliers.



A solution for every challenge

The first challenge was the complex injection of PET, which required multiple test runs, notably for the lid, with a top and edges in different shades. To inject the edges, Texen used the "Besst Transform" induction technique based on Roctool's engineering. The part offers perfect esthetics with the absence of surface defects. The brand's logo is then applied to the center of the lid using hot stamping. Each part was injected then decorated in-line with a high-solid varnish, notably the base of the compact on the Picoligne[®] production line at Texen's CMSI site. This surface decoration unit plays a role in flexible, safeguarded production (limitation of transport, reactivity on quality, reduction of stocks and lead times, productivity...). Secondly, assembly was performed on the SMART compact production line, which has an onboard "zero defect" inspection module for each and every part. The lid and hinge are joined with a pin compatible with the mechanical properties of the material. Inside, the pan is clipped into the well, allowing the consumer to easily replace it with a new refill.

About BESST Transform®

This concept allows the sublimation of material. It optimizes the production of even the thinnest components for an ultra-premium esthetic finish and optimum shine. The Texen Lab benefits from dedicated equipment for the realization of prototypes in realistic conditions, allowing the material to maintain its fluidity to create a pack with zero defects.