

CASE STUDY

01

Case study. Primer Spray

We had been asked by an upcoming British Indie Cosmetic brand to create the component that would hold their newest formulation. The component was to be a spray bottle with a safety lid and filling was to be completed by our customers European filler.

We had some time to complete this project and get it to our customers standard, as the formulation was still being curated due to testing of different ingredients, as well as the customer approving a suitable fragrance.



Challenges

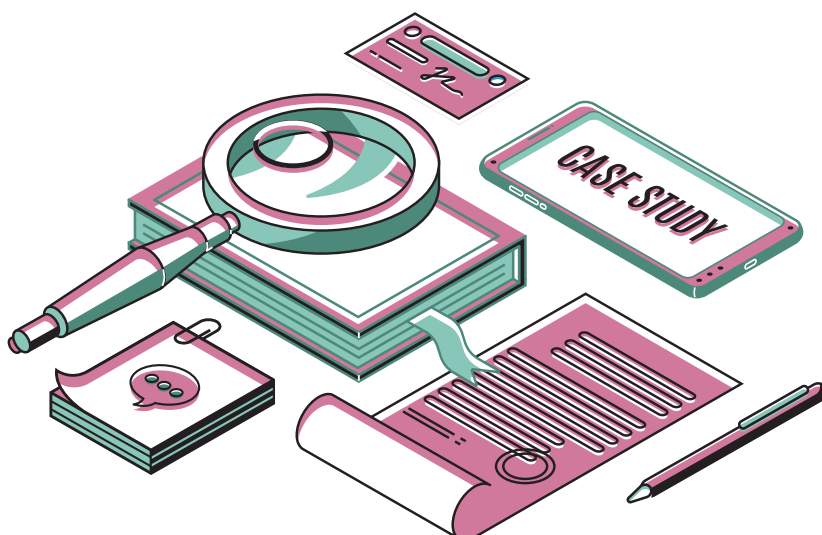
Whilst sourcing the different components for this product. Our customer asked for the electroplated pump and decoration to be 'silver'. As there was no such reference as 'gilver' in our foil books, this did take some time to get right with the factory. First, we electroplated the pump which on pictures looked close to what our customer wanted to achieve, but in person the pump looked rose gold. The customer's NPD team did not approve this. I then asked the production team to re sample, but to source the foil closer to the silver end of the spectrum instead of the deep golds, as best advised by our in-house design team. We also had to make sure that the foil could not be scratched away from the bottle, as there was a foiled decoration added - we spoke with the factory and they tested different techniques over 10 days. The sample was then sent on to our customer to arrange their own tests on this. There was also a requirement for the pump to be able to spray a powder-based liquid without getting clogged. I sent them a range of pumps to test with their fillers and they were to choose the pump they felt suitable.

02

03

Solution

During sampling we had to work closely with the team on the decoration element of production and make sure that we achieve what our customer has asked us to do. In terms of the colouring, working with our in-house design team was extremely helpful during this time to get the colouring correct to advise our team in the Far East the best way on how to achieve this. When reviewing the second sample we had got the electroplated colour as close as we could, and this went on to be approved by the customer. Once the production team had reviewed the best way to make sure that the foiling was secure. They advised the best way to move forward was to add an additional UV varnish layer, as the final step before the bottle was completed. There was a small increase in the unit cost, but the customer was happy to proceed based on the fact they could rest assured our factory had done relevant testing. The pump the customer chose to proceed with, had been put on testing with the fillers for 12 weeks and they knew it worked extremely well with the formulation and there would be no possibility of there being any clogging issues in the tube or pump mechanism. Once all parts of the production had been approved by the customer, we could finally move on to mass production.



Result

Production was completed and the components had been packed off individually ready for the factory to fill in Europe. The customer was happy with how the service we offered was able to run alongside creating the formulation with their fillers and production was completely stress-free. We had regular, fortnightly meetings where we would discuss the progress and run through how best to overcome any problems. For future reference, our production team had created a special reference for the 'gilver' colour, and this is now used on other components that the produced through KeepMe.

04