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## The “Maison Surlyn®” unveils its new collection at Luxe Pack 2013



DuPont™ Surlyn® is used for a new decoration technology developed by DuPont and Oriol & Fontanel that allows to encapsulate textile fabrics such as lace for stunning effects.

Photo: Oriol & Fontanel  
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Geneva, July 2013 – The elegant and sophisticated multi-sensory “Maison Surlyn®” will be the home of DuPont Packaging & Industrial Polymers artistic expression at the next Luxe Pack Monaco, to be held from 23<sup>rd</sup> to 25<sup>th</sup> October 2013. Once again this year, DuPont™ Surlyn® will surprise and inspire the professionals of the luxury packaging industry. For the second consecutive

year, Italian designer Francesco Lucchese will shape the DuPont stand this time as a luxury boutique to highlight the creative possibilities of Surlyn®. Combining bold classicism and refinement with contemporary trends, Surlyn® offers perfume and cosmetic packaging designers the freedom to indulge their creativity with an infinite range of new possibilities.

This luxurious setting of “Maison Surlyn®” is the ideal place to present the latest Surlyn® concepts, enhancing the potential of the material to be used with numerous decorative effects, such as metallisation or texture. Thanks to Surlyn®, perfumes can be adorned with strass or textile, reflecting current decoration trends. DuPont will present daring and stylish creations developed in partnership with major players in their sector of activity. For example a number of offerings created in collaboration with Oriol & Fontanel, one of its partners, will be shown.

It was on the occasion of two major launches last year - *La vie est belle* by Lancôme and *La petite robe noire* by Guerlain – in which they participated, that these two companies met and decided to share their expertise to develop a new decoration technology. Thanks to the DuPont Surlyn® 3D technology – 3D standing for “Design, Decoration and Depth” – and the work of Oriol & Fontanel in the field of adhesive gluing, an innovative textile encapsulation technique was born: “DuPont Surlyn® 3D textile”. The process involves over-moulding the perfectly transparent Surlyn® resin on a container dressed with textile. This unique and original procedure offers the considerable advantage of being able to sublimate and protect textile decoration, which is perfectly resistant to the moulding process by injection without being altered in any way. In doing so, it provides an inexhaustible source of inspirational ideas for the perfume and cosmetics community, in particular using materials such as lace, which proves to be a perfect decorative material for this technology beside other fabrics like ribbons.

“Maison Surlyn®” will feature the latest commercialization such as perfume caps, cream jars, tattles as well as other technologies and endless possibilities of transparent or coloured textures and shapes on the booth Stand D1, Hall Ravel 1. Some luxurious cosmetic packaging solutions of its new collection can be discovered on preview on the following link [www.luxepack.dupont.com](http://www.luxepack.dupont.com).

#### **Oriol & Fontanel**

For more than 100 years, Oriol & Fontanel has proved its worth as the global specialist in luxury woven ribbons and reflects the great ribbon-making tradition of a region steeped in the culture of textile production for several generations. It endeavours to satisfy all the demands of the designer ribbon sector through the competencies and know-how of its employees who cultivate the art of woven fabrics and who provide professionals with the perfect solution for decorating and embellishing their packaging. For the past ten years,

Oriol & Fontanel has specialised in providing innovative solutions enabling the professionals of the perfume and cosmetics sector to adorn their bottles with ever more astonishing decorative textiles.

Discover its creations at [www.oriol-fontanel.fr](http://www.oriol-fontanel.fr)

**DuPont Cosmetic Solutions** brings DuPont's "Miracles of Science" to the world of beauty and personal care by expanding the possibilities of its comprehensive range of materials and technologies, and by fostering partnerships focused on technology and consumer insight. Its primary aim is to develop new and differentiated cosmetic solutions that meet brand owners' and designers' needs for innovation while enhancing the consumer experience and bring more fun, emotion and well-being

Drawing from an extensive mix of adhesives, sealants, modifiers; barrier and peelable-lidding resins, DuPont Packaging & Industrial Polymers works with customers around the world on packaging initiatives that help protect the product, environment, improve shelf appeal, convenience and reduce cost in the food, cosmetics, medical products and other consumer goods and industrial packaging industries.

DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit [www.dupont.com](http://www.dupont.com).

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