



November 21, 2024, SR Packaging Brand Focus

## Laura Mercier wants it big, SR Packaging answers with the 400 mL | 13.5oz PP jar for the new Ambre Vanille Serum Body Cream **JUMBO**.

For Winter Collection 2024, Laura Mercier launches a jumbo version of its Ambre Vanille Serum Body Cream, twice the size at a good value. It targets the next best seller for the gift season, using packaging made in Taiwan.

This serum-powered, nutrient-rich body cream softens, smooths, and visibly firms the skin while offering the brand's best-selling scent, Ambre Vanille, for users to indulge.

The Body Cream JUMBO jar is a fully customized project using SR Packaging services from tooling to production, a collaboration between companies in Taiwan and North America.





## Ambre Vanille Serum Body Cream Jumbo

The white jar with airtight lid has a pale pink screw cap that resembles the signature scent of Ambre Vanille.

The jar is then decorated with silk screen printing using the same pink tone for the fragrance name, and the dark black for the brand and product details.

### 400 ml jar customization and production in Taiwan.



Start packaging customization

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Started in 2003, SR Packaging companies in Taiwan, China, Japan, and USA provide refillable, recyclable EBM airless bottles, jars, tubes, sprayers, and pumps incorporating post-consumer recycled plastics and plant-based bioplastics to help skincare and cosmetic brands build success in line with consumer demands and sustainable lifestyles.

In 2024, SR Packaging North America Inc. operates tube productions in Allentown, Pennsylvania, enhances supply efficiency with sales supports from west to east coast.

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