

compromising on quality, performance and suitability of our products," says Viellard. The company plans to extend its eco-friendly range to include a renewable raw material based on pulpwood, and offers a refillable option for compacts in its Bio-Stone line.

Moving toward eco-friendly packaging is challenging for packaging buyers and for suppliers such as Leoplast. While the market appears to be ready to speak about sustainability, many concepts that could be powerful and convincing, says Viellard, are often ignored or not well understood. Leoplast's experience with bioplastics and its processing has, however, made the company something of a "reference" in the field, she says. All of Leoplast's eco-oriented customers—a number that is always growing, according to Viellard—are given all the information and documentation available with which to support their sustainability philosophies, and their marketing ideas find a basis in science.

Customers of Cosmopak U.K. Ltd also are interested in eco-friendly packaging. In response, the company is working with Closed Loop U.K. Ltd, producer of 100% British postconsumer PP and PETG, to answer demand. This is just one example of how packaging suppliers are called upon to respond to customer requirements.

"We work very closely with our customers to ensure we create a finished package that encompasses their brands," says Bernice Carr, Cosmopak spokesperson. "We design and develop new product ideas based on our clients' needs and convert these ideas into products." A recent example is the 35 mm On/Off tottle made of PP and PETG, featuring a patented shut-off valve activated by a sliding button.



The Wrap Up

Given all the thought that goes into packaging by the brand owners and their suppliers, the remaining questions is: Do customers respond to packaging?

"Absolutely," says Dirr, and Tarte's Sansotta agrees.

"We see an overwhelming response from our customers each and every season," Sansotta says. "We recognize that our customers are women looking for that little piece of luxury that won't break the bank, which is why we're constantly scouring the market for chic, eco-friendly fabrics and materials that are the ultimate in green glamour." And they know when they get it right, she says, because they see its brand packaging components such as compacts being reused as business-card holders, or gift cases reused as clutches. Sansotta says this kind of nonverbal feedback is valuable. "Not only are we offering affordable glamour, but we like to say that

we do all the legwork to help our customers reduce their carbon footprint by reducing environmental waste."

Finally, Samuels at Mode Cosmetics knows that her customers appreciate the brand's clean, luxurious packaging that leaves off frivolous, bulky and unnecessary excess because they tell her so. "The feedback we receive is proof positive that our marketing efforts are resonating with the consumer, and our future is to continually build on what we have already established," she says.

Whether or not your brand has an eco-friendly directive, there is little doubt that wise packaging decisions will go a long way in supporting its mission and identity. ■ GCI



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