

## **Alliora Coffrets, a global expertise**

**In this magical universe of the box -this case that takes us to the discovery of a product in a visual, tactile, even olfactory mode- Alliora Coffrets claims the Made-in-France excellence. For Alliora Coffrets, the set-up box is an innovation support and the endless field of technical prowess.**

### **Creating high-value 'Made in France' products**

Fragrance, cosmetics, wines and spirits..., whatever the sector, Alliora Coffrets stands out from the market providing the correct answer to its clients, a human-sized team, and especially a 100% French manufacture.

The expertise of its R & D department justifies creativity constantly sharpened. Alliora Coffrets reinvents volumes, works on opening systems, imagines new concepts, studies innovative materials. The manufacturer handles material playing reflection (metal effect, holographic foil, pearl varnish, glitter), reproduces icy, cotton or soft touch, dresses cardboard box, textile, lace, leather or wood, brings it relief, depth, transparency... Constantly pushing the boundaries of creation, Alliora Coffrets optimizes processes, develops techniques, making the box a differentiating object.

### **Integrated manufacturing**

The complexity of set-up boxes requires expertise and special tools. To do so, each product justifies the creation or the adaptation of molds and appropriate tools. Alliora Coffrets manages these steps in-house in order to control technics and time-to-market. In this same logic, Alliora Coffrets gives particular importance to the wedges. As a centrepiece of the set-up box to highlight the product, they require a real technical know-how and an uncommon aesthetic. For this, the site of Fougères (France) creates in-house thermoformed wedges and tools.

For its customers, Alliora Coffrets intervenes, from design to shipping the finished product, integrating all of the graphic chain and procurement of components via a partner.

### **Business optimization**

To meet the strong activity periods, the French manufacturer has appropriate material and human resources necessary to ensure the rise in production.

Commercially, Alliora Coffrets targets new markets today. Beyond boxes distributed around the world for the fragrance, cosmetics, wines and spirits industries, the manufacturer intends to diversify into other areas such as gourmet food, jewelry or the ready-to-wear.

### **Alliora Coffrets in brief:**

- *Alliora Coffrets is a subsidiary of Ileos Group, owned by the investment fund company Oaktree Capital Management.*
- *A production site in Fougères (Western France)*
- *Sales offices in Paris*
- *A hundred staff*
- *An annual production capacity of 10 millions of set-up boxes*
- *Turnover in 2015: 17 M euros*
- *Alliora Coffrets works for the most prestigious international groups and brands as Puig, L'Oréal, Shiseido, LVMH, Interparfums, Perrier-Jouët...*