



## **Press Release Luxe Pack 2016**

### **Alliora Coffrets announces new investments and moves upmarket**

**In order to cater to certain customers' demands for more exclusive products, Alliora Coffrets is aiming to stand out from the competition by investing in a new assembly line capable of producing set-up boxes without taped corners. The result is a prestigious finish with perfect corners and surfaces with no excess thickness.**

The production line is made up of two new-generation machines (Europrogetti EP 100). Alliora Coffrets decided to invest in this new equipment in response to demand from brands for an increasingly selective packaging offer.

Unlike traditional set-up box manufacturing, which holds the boxes together by gluing their four corners before covering them, this technical process avoids all use of adhesive, thereby improving the appearance of the finished product.

#### **The ultimate coffret**

This production method guarantees set-up boxes with the perfect esthetics of sharp corners with no excess thickness. Whatever type of paper is used, this new-generation box is perfectly suited for high-end cosmetics and accessories. As such, this alternative is perfectly in line with the requirements of brands that were previously obliged to order such products in Asia, where the corners are folded by hand.

As the first company to invest in such machinery, Alliora Coffrets is proactively anticipating market demand and remains faithful to its "Made in France" positioning.

***Photo available on request post-Luxe Pack.***