

EDITORIAL



Kévin Cènes Tartaglione
General manager

IN THE PRIME FORCE OF AGE

Sériplast A.T. Packaging is approaching its 58th anniversary and is still going strong. This year, sales will top €20 million, including €4 million from exports, for a total workforce of 135 spread over two production sites at Oyonnax in the Ain region, with one dedicated to injection moulding (24 presses), and the other to decoration and assembly (silkscreen printing 17 machines, hot stamping: 4 machines, offset: 4 machines) and ultrasonic welding (5 machines). Originally a silkscreen printer, Sériplast A.T. Packaging, which was founded by Mr and Mrs Tartaglione in 1966 and employed four people, has grown over the years to become a key player and a leader in the manufacture and decoration of packaging in France and abroad. One of Sériplast A.T.'s distinctive features is that it has total control over its industrial activity, thanks to the almost total integration of the production chain, right through to the design and manufacture of all its machines, including a brand new and almost unique

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PREMIUM BEAUTY PACKAGING: A COMMITMENT, RESOURCES AND A REALITY !

Master your destiny! These three words could be engraved on the pediment of Sériplast A.T. Packaging's factories. From its creation one day in 1966 by the Tartaglione couple to the present day under the operational management of Kevin Cènes Tartaglione, the Oyonnax-based firm has never ceased to apply this motto. Here is the proof!

«That's why we can say today, without any ambiguity, that we have given ourselves the means to achieve our ambitions over the last few years,» explains Kévin Cènes Tartaglione, «namely to aim for excellence and, let's say it, exception in terms of packaging decoration and also plastic injection and assembly, to offer the very best to the global perfumery and cosmetics sector.» This strategy has been stepped up, both in terms of the company's presence at the industry's international trade shows and in terms of specific types of technical decoration and packaging innovations.

It is obvious that Sériplast A.T. Packaging's image and reputation perfectly fit this type of strategy. Today, all the company's resources are focused on this objective. As a result, 90% of the company's operations are aimed at the premium market.

2020: a 180° turn

This firm commitment to luxury dates back to 2020. At that time, Sériplast A.T. Packaging was called upon to create a particularly sophisticated decoration for top-of-the-range packaging.

It was a sign that the company had reached the desired level. The management team did not hesitate and embarked on a major investment programme. «We also took the opportunity to polish up our image,» explains Kevin Cènes Tartaglione. This involved a decoration workshop in line with our new strategy, a new website, the creation of an attractive showroom and an increased presence at professional trade shows dedicated to the luxury sec-



Airless bottle



Ø10 Breakable ampoule



Roll-on bottle



Silkscreen printing for Berry Bramlage

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«heptachromic» machine capable of printing 7 primary colours in a single run.

The past two years have been the fruit of a determined strategy that can be summed up in four points:

- To establish itself as a leader in the premium beauty packaging sector in terms of decoration on plastic, glass, wood, and aluminium, as well as packaging innovation.

- Strengthen its presence in the export market (already +20% in four years) and, in particular, in the United States by playing the partnership card.

- Consolidate its unique in-house expertise as a designer of its decoration and assembly machines.

- Be resolutely aggressive on the environmental front by integrating sustainable development into its strategy, taking responsibility for the impact of its activities, products and services on the environment and reducing its carbon footprint by implementing several actions and tools.

But it is obviously about letting people know. That is what this newsletter is all about, explaining and detailing the challenges we have set ourselves.

See you in a few days at PCD Paris, stand M42.

Kévin Cènes Tartaglione
General manager

PREMIUM BEAUTY PACKAGING: A COMMITMENT, RESOURCES AND A REALITY!

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tor. The company even went as far as to take part about ten trade shows throughout 2023. This strategy required investing in industrial facilities to ensure a presence in all sectors of high-end finishing. «Hence the decision to invest in a brand new lacquering line with a capacity of 20 million

parts/year,» explains Kevin Cènes Tartaglione, «which will be operational in July 2024 in a new building extension that is currently being finalised. We aim to expand into all sectors of the finishing industry, and to increase our presence in the high-end market!»

A UNIQUE KNOW-HOW !



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②

(1) Silkscreen printing; (2) Silkscreen printing + hot stamping



Ergopack bottle



Ø41 powder dispenser

1966/2023: THE TEN KEY DATES...

Ten key dates in the development of Sériplast A.T Packaging

- 1966, date of creation by André and Danielle Tartaglione. From the outset, the idea of making its machines was a guiding principle. It was at this time that Sériplast A.T Packaging was asked by the Conté company to manufacture school articles.

- 1985, first investments in injection moulding machines.
- 1992, a new workshop dedicated to «injection» was built; today it boasts 25 presses ranging from 50 tonnes to 250 tonnes, as well as a bi-injection press.
- 2008, creation of the famous rigid polypropylene ampoule with a rigid base.

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André TARTAGLIONE

A FLAIR FOR INNOVATION

«Innovation!» Everyone talks about it, but few companies can prove it.
At Sériplast A.T. Packaging, it is common sense.

Right from the start André Tartaglione understood that to innovate, there was nothing like mastering the entire value chain. Hence the importance of designing its moulds, manufacturing its decorating and assembly machines, its screen-printing screens and developing its inks. «Our company has based its development on innovation and responsiveness,» emphasises Kevin Cènes Tartaglione. «We draw on our cutting-edge expertise and our capacity for innovation, to offer new packaging solutions that meet market requirements and environmental concerns. We control all the stages and all the manufacturing costs, which means we can react very quickly. Two or three new decoration

machines are added each year to our workshops every year.»

Innovation is central!

One of the flagship examples is the famous polypropylene breakable ampoule developed in 2008.

The main challenge is to achieve perfect breakability with a thin wall and no risk of leakage.

All the ampoules are tested individually. The clever part lies in the design of the mould. As early as 2009, the engineers developed a filling machine for a contract packer. And this year, a machine will be sent to the United States in partnership with a leading sample manufacturer in the

market. Today, Sériplast A.T. Packaging currently manufactures some 200 million samples a year.

The company's latest innovation is the development of a 100% automatic decorating machine that can run at 20,000 parts per hour.

Among the other innovations, detailed below, is a 100% plastic airless bottle, including the pump (available in 2024), a refillable airless bottle, and a thick-walled square bottle with a welded neck, currently holding 30 ml. For this bottle, compared with other technologies, the injection technique gives total control over the thickness of the base and walls.

The engineers have developed a special silkscreen-printing machine that can work at 360°, allowing printing on all four sides, including the edges, in a single pass.

New developments have also been added to the Roll-On range, of which 6 million units are produced each year, with a new refillable model launched in 2019.



Breakable ampoule



Refillable airless bottle



New square PET bottle



Roll-On refill

...AN OUTSTANDING TRACK RECORD

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- 2009, design and development of a specially designed machine for filling breakable ampoules, installed at a packaging company...
- 2017, L'Oréal Group places a large order for this type of ampoule for its Revitalift serum.
- 2019, the decision is made to enter the

glass and aluminium decoration market and to focus on RPET injection moulding.

- 2023, development of a square, thick-walled RPET bottle (30 ml) with a welded neck.

Opening of a sales office in the United States, and decision to invest in a new lacquering line.



Mascaras decorated for the Texen group

THE THREE PILLARS: INJECTION / DECORATION / MACHINES

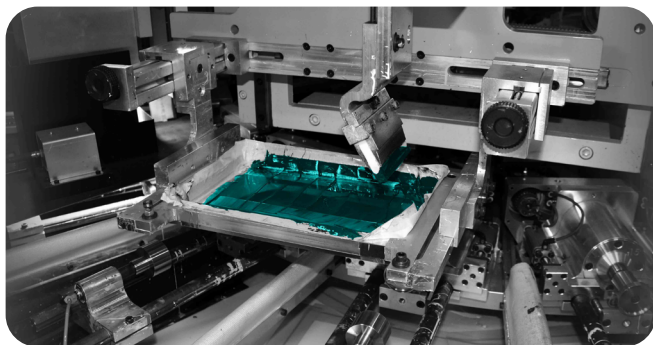
With three production sites in Oyonnax, Sériplast A.T. Packaging boasts an injection unit, a decoration, an assembly and development unit, and a logistics platform.



A specialist in thermoplastic injection moulding, Sériplast A.T. Packaging's core business is thermoplastic injection moulding, and the company is constantly expanding its range of innovative products, from airless bottles to breakable polypropylene ampoules and new eco-responsible packs. To date, the company has twenty-five injection presses ranging from 50 tonnes to 250 tonnes, plus a bi-injection press. Anything is possible when it comes to decoration (silkscreen printing, offset, hot stamping, pad printing, lacquering), whatever the

shape or material, for exceptional results. To date, the company has 25 decorating machines, 90% of which are dedicated to the premium cosmetics sector. Thanks to these new machines, it is now possible to combine different decoration processes, including silkscreen printing and hot stamping.

Another strong point of Sériplast A.T. Packaging is the mastery of the heptachromy process, which enables up to 7 colours to be applied to a bottle in a single pass.



ALL SET AND READY FOR THE ENVIRONMENT!

The company has already anticipated French regulations (Law no. 2020-105 of 10 February 2020 on the fight against waste and the circular economy) by incorporating sustainable development into its strategy.

To support its customers' demand for eco-responsible materials, Sériplast A.T. Packaging, on most of its packs, can use up to 40% bio-sourced materials derived from post-consumer recycled products.

«Since September 2022, we are certified ISCC +,» points out Kevin Cènes Tartaglione, «which means that we can assure our customers that our products comply with the sustainability criteria set by an internationally recognised scheme, and attest to the quality of our commitment to best environmental practices.

This certification allows us



to use bio-sourced materials and proves that the traceability of these materials is guaranteed throughout the chain, right up to the end consumer.»



SEE YOU ON JANUARY 17 and 18, 2024
PARIS EXPO - PORTE DE VERSAILLES STAND M 42

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