



## Luxury Packaging Delights Inlight

Curtis Packaging are proud to be in association with Inlight Organic, the first company to launch and be certified by the new Cosmos Organic Standards under The Soil Association in the UK.

Inlight is a Cornwall based company founded 2007 by husband and wife Dr Mariano and Loredanas Spieza together with CeMON of Homeopathic Medicine in Naples, Italy. They are one of the most admired and recognisable organic beauty companies in the world.



In Loredana's words "In the beginning our packaging was rather medical and was in need of a sparkle. We wanted to bring our Italian stylish heritage to the packaging". They envisioned it to be daring and alluring, but, whilst making it beautiful and luxurious it had to be above all environmentally sustainable.

Loredana, Inlights Marketing Director, researched many packaging companies and came across Curtis, who's, ethos complimented Inlights products perfectly.

We at Curtis were delighted to be awarded this project. We understood packaging was important to Inlight as they wanted to reflect their ethical and ecological practices in their rebrand. Jonathan White, of Curtis, met with the team at Inlight and there was an instant synergy. Jonathan advised that Curtis would use FSC certified materials, vegetable based inks and water based varnishes all produced at their carbon balanced factory in the UK insuring their packaging would leave as little impact on the environment as possible, which fitted beautifully with Inlights objectives.

This was just what the couple wanted to hear. The next challenge was to combine the eco credentials with the glamour of this skincare range.

The cartons are a one piece construction which was created to provide a beautiful yet functional pack without the need for any gluing, therefore less impact on the environment. We proposed to have all the ingredients of the products printed on the inside of the carton, therefore eliminating the need for an instruction leaflet which proved to be a resounding success.

Keeping with the distinctive royal blue colour we paid particular attention to detail adding illustrations of their precious plants and flowers which are ingredients used in their products.



Loredana also commented “Curtis have exceeded our expectations and the company certainly practices what they preach”.

As Curtis are an FSC accredited company our unique numbered logo was also printed on the carton for authenticity. Curtis are the forerunners in sustainable packaging and we ensure we bring the very latest eco-friendly technology to beauty packaging whilst retaining glamour, style and consumer appeal.

**Note:**

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of packaging that doesn't cost the earth. Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

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