



BOBBI BROWN

RDDC HUB



Generic Update kit – EMEA centralized production

EMEA OBJECTIVES

- Create a generic display to enhance lipsticks, pencils, palettes
- Think updatable & flexible
- Move to recycled plastic
- QR code communication (assembly and end-of-life instructions)

PRESENTATION OF THE UNIT

- qty 55 units
- European production (French)

MATERIALS :

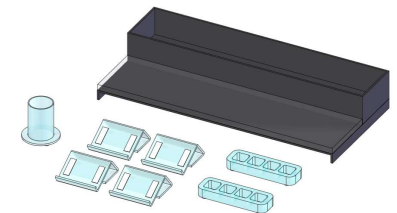
- Green Cast clear and black PMMA (100% recycled)
- Recycled paper for packaging
- QR code : adhesive without PVC

CENTRALIZED PRODUCTION

- Ex-factory selling price = 117€
- Qty = 55
- From PO to PDCSD = 7 weeks

CSR ACTIONS FOR NEXT CENTRALIZED PRODUCTION (PDCSD January 2023)

- Tubes and acrylic support for pencils and lipsticks : recycled PMMA to integrate
- Bumps to remove (rubber)
- Glue without COV : samples to approve quality (visible glue)
- Plastic free inside the packaging : to be replaced by silk paper



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