

Launch unit updates – EMEA centralized production

EMEA OBJECTIVES

- Distortion of the superhero Vitamin Enriched Face Base
- Highlight of the ingredients
- Move to a cardboard conception for several items, to lower carbon footprint

PRESENTATION OF THE UNIT

- Fully Updatable & permanent
- Solyx film to match the fluted glass effect and lower the weight

MATERIALS :

- 100% Green Cast PMMA
- Adhesive QR code without PVC
- Paper visual insert without varnish
- Easily printed and translated locally

CENTRALIZED PRODUCTION:

- Ex-factory Selling price = 63€
- Qty 98 units
- From PO to PDCSD = 10 weeks

