



**texen**  
PSB INDUSTRIES

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### **Texen reveals its Eco-Material Box at Luxe Pack Monaco**

**In line with its mission to transform virtuous materials into positive experiences, Texen is building on research performed by the Texen Lab application laboratory on new materials and applications. During Luxe Pack Monaco, a practical, interactive box will allow brands to discover nine different materials and to build a constructive dialog with materials experts.**

Since the creation of its materials library, Texen Lab has been performing extensive research into new materials in areas including sourcing, application tests, regulatory compatibility with formulas, transformation testing, decoration options and technical and esthetic limitations. Each step in the validation process for a new material involves a significant amount of work. Texen has turned this research into an evolutive application project in order to anticipate questions from brands and share with them a structured dialog and insight into the reflection process.

#### **A box full of projects**

The Eco-Material Box transforms Texen's work into something tangible, and will be made available at the upcoming Luxe Pack Monaco trade show. Designed along eco-design principles (with FSC cardboard, sugar-cane foam and no magnets, for example), this evolutive box presents a selection of nine different sustainable materials: recycled, bio-sourced, biodegradable, recyclable...some relatively simple, others more complex, certified...These have been transformed into caps for skincare, fragrance or makeup. They have matte, glossy or satin finishes, are textured, opaque or transparent, or demonstrated in black or white, difficult shades to perfect. For each material, interactive technical information is available. Certain more specific information will be shared with a community of users that will be launched for the occasion, and will be the subject of direct exchange with expert professionals.

#### **Tomorrow is already upon us...**

This box is the demonstration of ongoing research and innovation work, taking into account constantly shifting elements like trends, regulatory changes, and the evolution of recycling techniques. New editions are already in the pipeline, helping to make the ecological transition accessible to all and demonstrating the relevance of Texen's materials roadmap to stakeholders and partners.