



**Valois joins forces with Guerlain  
for its latest perfume for men**

## GUERLAIN HOMME

The perfume industry has once again opted for Valois.

Guerlain aimed at a complete "snap-on" unit for the bottle for its new perfume for men, with shiny metal decorations for the different components while satisfying specific graphic and aesthetic demands.



### A full-scale technical and aesthetic challenge



The personalised development pole of Valois Beauty & Home proposed a contrasting specific pushbutton covered with a plate of shiny silver anodised aluminium combined with a similar shade collar in galvanised ABS uniting technique and aesthetics on this designer solid-glass bottle.

The unit consists of a VP4 Seal Tight 13 FEA dispenser with 70 doses locked with a collar and a specific pushbutton. The entire assembly is covered with a cap resting on the collar.

Valois aimed to ensure the overall design and harmony of the bottle and decided to provide two separate sub-assemblies: one dispenser + collar and pushbutton.

**Guerlain appreciated the genius and creativity of Valois, which continues to demonstrate the scope of its know-how and value.**

Valois S.A.S., which was founded in 1947, is the world leading designer and manufacturer of spraying and distribution systems for the pharmaceutical, perfume and cosmetics markets.

Valois S.A.S is a subsidiary of the Chicago-based Aptar Group.

Aptar shares are listed on the NYSE under the acronym ATR.

[www.valoisbeauty.com](http://www.valoisbeauty.com)

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