



GROUPE POCHET
L'EXCELLENCE EN HÉRITAGE

pure drop®
the infinite airless evolution

PURE DROP, "THE INFINITE AIRLESS EVOLUTION" OR THE FUTURE OF SKIN CARE BY THE POCHET GROUP AND SAMHWA.

The Pochet Group and Samhwa Plastic have chosen Luxe Pack Monaco to unveil their partnership centred on PURE DROP, the high-end airless pump that combines the best technology and performance available with the freedom to customize products to suit individual needs in the increasingly developing Skin Care sector.

The freedom of the airless pump in the luxury goods sector:

PURE DROP is the product of a paradox ; although airless is the type of packaging best suited to distributing complex or fragile cosmetic formulas, it is comparatively under-represented in the luxury goods sector as it is limited by a field of considerable aesthetic and practical constraints.

"Airless represents the future of Skin Care and is an excellent solution for ensuring the protection of skin care formulas facing increasingly strict regulations and the growing expectations of consumers. We have endeavoured to find a solution to free airless from these constraints" states Tristan Farabet, Managing Director of the Pochet Group.

Indeed, PURE DROP is the solution to two types of aesthetic and practical constraints, offering the most famous brands:

- A system that gives them the total freedom of packaging design whilst fully benefitting from the combination of materials and savoir-faire of the Pochet Group,
- Technical capabilities that go beyond the state of the art materials boundaries.

"PURE DROP has the ability to distribute high viscosity formulas with high restitution rate and perfectly controlled dosage, combined with a rewarding technical image for increasingly sophisticated high-end formulas that use fragile and precious ingredients" explains Sung Hwan Cho CEO of Samhwa Plastic.

The Pochet Group and Samhwa, a partnership that creates values:

PURE DROP has inherited the technical expertise of Samhwa Plastic, a pioneer in airless technology in South Korea and the unique capacity of the Pochet Group to combine decorative materials and technology to make the dreams of the finest beauty brands come true.

"We have been working on this partnership for almost two years. The Pochet Group aims to grow in the skincare and cosmetics sectors of the finest brands worldwide, drawing on its capacity to innovate and open onto value-creating ecosystems" states Tristan Farabet.

State of the art materials in the airless sector were to be found in South Korea where the Pochet Group met Samhwa. They had a convergence of interest that rapidly led to mutual trust between the two parties.

"We ourselves had committed to strategic thinking on the future development of our company and in particular its international development, oriented towards the luxury goods sector. We were also looking for a partner in the west who was well established in this market and capable of supplementing our skills in the highly sophisticated technologies of decorative finishing" explains Sung Hwan Cho.

The converging visions linked to deep-rooted values in family traditions naturally led the Pochet Group and Samhwa to sign a 50/50 joint venture centred on developing and promoting the PURE DROP airless programme, ensuring strong growth potential in this sector. It also enabled them to reflect on how to expand this partnership to include other categories and markets.

Photo credits: Groupe Pochet / Samhwa



The Infinite Airless Evolution or the best technology and performance with the total freedom to customize your product.