



GROUPE POCHET

## Press Release Group Pochet – September 20<sup>th</sup> 2021

### **THE HOUSE OF CHANEL AND THE GROUPE POCHET HAVE COMBINED THEIR EXPERTISE AND CREATED THE FIRST HIGH-END RECYCLED GLASS**

Avant-garde and timeless, N°5 is permanently reinvented in imperceptible ways, always remaining ahead of its time. In 1921, Gabrielle Chanel overthrew perfume conventions, choosing a key bottle for N°5 that was stripped of all decoration, making way entirely for the perfume.

To mark the occasion of "100 years of celebrity," N°5 will be the first perfume bottle to incorporate recycled glass, while retaining incomparable purity, shine and transparency, close to that of crystal.

#### **A PIONEERING APPROACH**

The teams at CHANEL and at Pochet du Courval, a Living Heritage Company, have combined their expertise to rethink glass production in a shared approach that encourages sustainable development.

"Our objective was to develop a high-end recycled glass that would meet the qualities of excellence and creativity of CHANEL," explains the Group Pochet.

The result of this collaboration is virtuous in more ways than one, as it encourages a circular economy, reduces the use of natural resources and lowers the carbon footprint, while maintaining the aesthetic of the legendary perfume.

"On average, for 1 million bottles produced using SEVA 3\*, new-generation recycled glass, we save more than 25 tons of virgin raw material," adds the Group Pochet.

#### **A RECYCLED GLASS OF INCOMPARABLE QUALITY**

Creating this bottle proved to be a genuine technological challenge, as its crystalline transparency stems from the purity of the raw material used.

Glass composition differs, depending on its use. Glass used in perfumery is more transparent and high-shine, and recycling can alter its quality. Therefore, to master each step in the value chain, Pochet du Courval developed an innovative industrial process with its partners, to guarantee recycled glass of high quality.

"Faithful to the high standards of the House of CHANEL, each detail was considered in depth: the color, the qualities of transparency, purity and shine, as well as the resistance of this glass, were rigorously evaluated," specifies the House of CHANEL.

The limited edition 100ml N°5 Eau de Parfum is the first fragrance to benefit from this innovation, which will gradually be applied to the other CHANEL perfumes starting in 2022.

This project is part of a long-term collaborative approach between the two Houses, placing sustainability at the heart of research and development for CHANEL products.

\*SEVA: Solution Écoresponsable, Vision d'Avenir (Sustainable solution, vision of the future), developed by the Group Pochet.

Contact Media Groupe Pochet : Clémentine Barbet  
[clementine.barbet@groupe-pochet.fr](mailto:clementine.barbet@groupe-pochet.fr)

+33 (0)6 98 92 41 96



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**About Group Pochet**

Groupe Pochet is a family business founded in 1623 with a global footprint on 3 continents and 4,000 employees. Expert in multi-materials through the innovative combination of its know-how in glass, plastic, decoration and beauty accessories, Groupe Pochet produces high-end luxury packaging for the perfume, skincare and make-up markets. As a pioneer in Sustainability, Responsible Excellence is at the heart of the group's values and strategy.

Contact Media Groupe Pochet : Clémentine Barbet  
[clementine.barbet@groupe-pochet.fr](mailto:clementine.barbet@groupe-pochet.fr)  
+33 (0)6 98 92 41 96