

Texen Group and Sulapac enable elevated beauty moments for eco-conscious consumers around the world

Texen Group, the French mastermind in the luxury and beauty packaging industry, introduces Sulapac materials to its customers as part of its journey to master materials newly available. Texen Group's packaging solutions made with biobased Sulapac® help beauty brands meet their sustainability targets while providing a first-class beauty experience for the consumer.

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[Texen Group](#), a French packaging solution provider with four decades of experience in serving the beauty industry, and the Helsinki-based material innovation company [Sulapac](#) spark into a collaboration to provide customized cosmetic packaging made of biobased Sulapac materials. Along with its more traditional virgin and recycled feedstock alternatives, Texen Group now offers a broad range of Sulapac material grades with special focus on [Sulapac Solid](#) and the [Sulapac Luxe](#) material family launched last year.

Typical applications made with [Sulapac®](#) include injection molded caps and closures. Thanks to Texen Group's advanced technical capabilities and know-how, also highly complicated designs can be produced according to customers' needs. The Group also provides comprehensive testing and decoration services, including metallization of Sulapac materials.

Ecological transition of packaging as the focus of its innovation strategy, Texen Group is committed to finding relevant technical and aesthetic solutions that respect the environment. *"Sulapac is a good example of a solution in which the high aesthetic and quality standards align with eco-responsibility. With Sulapac we can provide our customers market-leading products that bring additional value through pioneering eco-features,"* says **Denis Paccaud**, Texen Group Innovation Director.

The key benefits of choosing a solution made with Sulapac material include reduced carbon footprint, cutting down the use of fossils, and the possibility to incorporate recycled content. The value of the collaboration for the consumer manifests as an elevated beauty moment with a sense of positive contribution to a sustainable future.

Texen Group has optimized its processes using Sulapac materials, ensuring product quality and operational agility for the customers in a similar manner to that achieved with more traditional feedstocks. *"We welcome Texen Group as a distinguished ambassador of our brand, as the level of precision and unwavering commitment to excellence they have demonstrated truly brings the inherent characteristics of Sulapac materials into essence,"* says **Colin Strobant**, Sales Director at Sulapac.

Texen Group is known for pushing the boundaries of what is possible to enrich the consumer experience. *"We want to provide unique sensory experiences and bring that little extra, 'the French touch', to the beauty moment,"* explains **Julie Vergnion**, Texen Group Marketing & Communication Director. *"Sulapac materials have a distinctive premium feel which makes them a great addition to our portfolio",* she adds.

SULAPAC**texen**

Through its commitment to operational excellence and ambitious approach to quality and innovation, Texen Group has had the privilege of partnering with the most prestigious names in the beauty world. Sulapac's position as the trusted pioneer in sustainable materials within the high-end cosmetics sector has been demonstrated by successful collaborations with esteemed customers such as [Chanel](#) and [Shiseido](#).

Together Texen Group and Sulapac aim to encourage current customers to expand the use of Sulapac materials into new products and invite new brands to explore the possibilities of replacing conventional plastic with sustainable Sulapac – to accelerate a cleaner tomorrow.

For additional information:

[Media kit with images](#)

[Sulapac's portfolio for cosmetic and beauty solutions](#)

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Sulapac Ltd is an award-winning material innovation company bringing solutions to the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. The Helsinki-based company was founded by three scientists in 2016 and serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Sky Ocean Ventures.

Founded in 1984, **Texen Group** is now established as a major player in the global Luxury and Beauty packaging industry. Texen Group offers a wide range of packaging solutions and accessories developed in its own factories and those of its longstanding partners in Asia, Europe and the United States. Its mission: "to transform materials into experiences". Texen Group has adopted a continuous improvement approach for all of its CSR priorities since 2021 and has identified the ecological transition as a key priority for its development. Texen Group is committed to optimizing the product and consumer experience in line with a circular economy methodology.