



Silgan Dispensing Systems showcases its product portfolio with new luxury insights at Luxe Pack Monaco 2017

The company revealed the new Melodie Pirouette™ sprayer, its first threaded ferrule pump for luxury fragrance inspired by consumer research aimed at gauging awareness, interest and use of refillable, recyclable and sustainable fragrance packaging.

Monaco- 03, October 2017- This week at Luxe Pack Monaco 2017, Silgan Dispensing Systems, a division of Silgan Holdings Inc, (Nasdaq: SLGN) formerly WestRock Company's Home, Health and Beauty business, presented its wide portfolio of high performance sprayers and dispensers for a variety of categories such as Fragrance, Skin Care & Cosmetics, Bath & Body and Hair Care.

During the event, the company demonstrated how packaging is key to shaping the perceptions that customers develop of a brand, and how this fits into the evolving retail marketplace, which is increasingly driven by consumer expectations. At the show, Silgan Dispensing Systems presented its latest innovations developed based on a long-standing expertise in dispensing solutions backed up by valuable consumer research and insights that allow the company to directly answer these changing consumer needs and desires.

The latest result of research and innovation strategy is the new **Melodie Pirouette™** sprayer that allows brand owners to offer consumers the opportunity to be more sustainable in two ways. On the one hand, the pump can be separated from the glass bottle allowing for recycling of the glass. On the other hand, the new design also makes it re-usable to allow for refilling. The plastic component and highly automated assembly procedure make this a more affordable option to traditional metal versions. In addition, the external metal component ensures that the luxury element is maintained, in keeping with consumer preferences.

"The luxury packaging market is shifting from brands defining luxury to consumers defining luxury, which is why we look to use consumer research learnings to determine product development strategy", says Sandy Gregory, Associate Marketing Director, Global Fragrance & EU Beauty, Silgan Dispensing Systems. "Continuous product innovation and personalization are key to offer brand owners the tools they need to meet their own end-customer demands and, our latest sprayer, Melodie Pirouette™, aims precisely to satisfy the expectations of the most eco-conscious consumers".

The company's latest research enabled the development of **Melodie Pirouette™**, since it was focused on the impact of recyclable or refillable fragrance packaging on consumer purchase incentive in the luxury sector. The study was aimed at gauging awareness, interest and use of refillable and recyclable fragrance packaging, as well as determining whether there is a gap in expectations and availability regarding sustainable fragrance packaging.

The company also highlighted the Emotions of Spray Collection that already encompasses seven sprayers, and the discreet mini spray, Melodie Touch™, that delivers the right amount of spray in an out-of-home environment or touch-up situation. Silgan Dispensing Systems's wide Fragrance product line



covers several market segments and includes fragrance pumps with unique spray characteristics catered to the consumer experience. From the Aria® Luxe luxury skincare & cosmetics pump or the Sinfonia® body care dispenser, to the airless Pearl® portfolio, the company showcased its latest and most innovative solutions.

Silgan is at Luxe Pack Monaco 2017 from October 2-4, at booth number RD09 Hall Ravel.

About Silgan Dispensing Systems

Silgan Dispensing Systems is a leading global supplier of highly engineered triggers, pumps, sprayers and dispensing closure solutions to major branded consumer goods product companies in the home, health and beauty markets. With its breadth and depth of technology, consumer insights and manufacturing expertise, Silgan Dispensing Systems provides innovative and customizable solutions that meet Brand owners' needs. Whether the application calls for a pump, a sprayer or a custom dispensing device, Silgan Dispensing Systems can tailor our wide-ranging and well-known product portfolio for our customers' needs. As a leader in global dispensing solutions, Silgan Dispensing Systems is committed to improving both customer experience and its partners' businesses.

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