

Rosa Heinz shows off its new look, keeping tradition and quality at the forefront. A company managed by women for decades, which tells its whole family story and, starting in September of this year, presents its new catalog.



And it's not just the look that's new; there are also two new products available from Rosa Heinz starting in September 2014:

BOT bottles, which are known for their elegance and simplicity. They can be filled with spirits, nectar, bath oils, bath salts or body oils.



There is also a new 50ml cosmetics bottle made of violet glass; with a GCMI 24 thread, there are many fitting closures as dispensers and atomizers on stock.



5 Questions to Carla Wagner, Marketing and PR, Rosa Heinz GmbH

Euro Cosmetics: *You are active worldwide as a supplier of glass and plastic packaging for the cosmetics, pharmaceutical & chemical, biocosmetics, and wellness sectors. Now you have a new product, BOT bottles, in your product line. What can you tell us about these?*

Carla Wagner: Rosa Heinz has been selling glass packaging since 1918. In the beginning, the company primarily sold its products to pharmacists and druggists; meanwhile customers and fillers also come from the cosmetics, wellness, and nutrition sectors. Glass is fascinating, that's why at Rosa Heinz the large product range includes jares & vials as well as carafes and bottles with many different types of closures. Thanks to an active trade show presence around the world, we detect new trends and learn of customer requests early on, which inspired us to find a bottle that appeals to our customers with its sheer elegance. Starting in September 2014, BOT will be produced in 100ml, 200ml, 350ml, and 500ml sizes; we have silver-colored closures for these bottles in stock. As for all of our products, the minimum order quantities are very small, so that a combination of sizes is available even for small start-ups.

Euro Cosmetics: *And for which ingredients are these bottles suited?*

Carla Wagner: Fillers of products in the wellness and food sectors prefer to use glass in order to highlight the value of the contents in the packaging. Thus with BOT we have a bottle in our product line that offers latitude for a lot of different products: Spirits or nectar, bath oils, bath salts or body oils - there is no limit to the ideas.

Euro Cosmetics: *You also have a new catalog. What have you changed and what is new?*

Carla Wagner: Our 2014 catalog has a new focus: Quality and tradition! On the first few pages, customers learn about the history of Rosa Heinz; with emotional images and photographs, they get an impression of the company's broad product line and the people who stand behind it. The detailed information about individual



Carla Wagner,
 Marketing und PR,
 Rosa Heinz GmbH

items makes the catalog an ideal reference in order to make decisions which satisfy the customer both today and tomorrow!

Euro Cosmetics: *You have put a special Violet glass into series production especially for sensitive natural cosmetics. What is the advantage here?*

Carla Wagner: Violet glass is an energy-saving glass that is colored through and through. Thanks to its unique spectral range, the contents are protected optimally against the effects of light and they are also permanently activated and energized. Scientific experiments have shown that substances filled without preservatives can be kept fresh in violet glass for many years. Anti-aging products, serums, and high-quality fragrances can be packaged optimally in violet glass and fulfill the expectations of natural cosmetologists. Here too, we have put a new 50ml cosmetics bottle into series; with a GCMI 24 thread, there are many fitting closures for dispensers and atomizers.

Euro Cosmetics: *What trends have you observed in packaging design?*

Carla Wagner: The tendency toward glass packaging is indisputable. Glass is a raw material that pleases customers who are concerned about sustainability and environmental awareness. Clear lines, sheer elegance, straight shapes, and soft colors actually in demand here. In particular, functionality and design are combined ideally in airless systems. Here the careful selection of plastic manufacturers provide Rosa Heinz with a distinct competitive advantage.

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