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Coverpla, from mix-and-match to bespoke

An expert in ready-to-go solutions for perfumery, cosmetics and home fragrance, Coverpla is building on its creative mix-and-match offer with the launch of a made-to-measure service ranging from cap to bottle, even for small production runs.

Coverpla stands out historically for its packaging model that offering mix-and-match solutions using standard components that can be personalized thanks to decoration and finishing. Emerging brands are thus able to create products with a strong identity, the only limit to the personalization being their imagination. In this respect, Coverpla is a real proactive force, accompanying its customers with short lead times and agile, high-quality, cost-effective production. Today, demand is evolving, and Coverpla has taken this into account by rethinking its service offer.

Making bespoke packaging a reality

Coverpla is shaking up its model to better respond to market demand. It is now putting its capabilities and its privileged relationship with Europe's biggest glassmakers and packaging suppliers at the service of its customers with dedicated made-to-measure capabilities. This offer concerns all the different packaging components: bottle, cap, pump...as well as specific decoration solutions like in-mold engraving, the covering of bottles or caps, and the addition of accessories...

Singular bottles

The main attraction of this new offer resides in the creation of exclusive glass shapes. In direct partnership with glassmakers, Coverpla manages the design, tooling and production, with production runs starting at 5,000 units, a significant competitive benefit.

"Coverpla intends to position itself as a technical and creative partner for young brands seeking their identity, brands that are building their reputation and expanding their developments...With this made-to-measure service, we are offering an entryway capable of accompanying brands as they take the next step on their journey," says Sébastien Sausseureau, Coverpla's director.