

Press Release, PPW 2026 Preview

Coverpla and the Groupe Pochet celebrate 40 years of collaboration

Named Emeraude in reference to a wedding anniversary, this standard bottle was born out of the historic partnership that has for 40 years united Groupe Pochet and Coverpla, an expert in turnkey solutions for beauty, fragrance and home fragrance.

The Emeraude bottle is a symbol of the history the two companies have written together, and will be presented at PPW 2026.

Championing sourcing partnerships and European manufacturing, preferably in France, Coverpla soon began collaborating with the major perfumery packaging manufacturers for the quality of their production and their strong reputation with brands. This was the case with Groupe Pochet, with which Coverpla has co-developed around 20 bottles, including 11 that are still in its catalog to this day, like Séateur, Pacha and Mila. The two companies share more than just bottles: they have the same strategic approach to doing business: optimum respect for quality, a taste for innovation, and shared human values like transparency and loyalty.

Emeraude, an emblematic bottle

This symbolic bottle was designed based on an idea from Groupe Pochet with the creative connivance of Coverpla. It is both esthetic and competitive, with a 50ml format that accounts for around 50% of market demand. It is easily combined with any cap design. As such, Emeraude has joined the Coverpla catalog as part of the "by Coverpla" signature range.

Eric Lafargue, Commercial Director at the Groupe Pochet says: “The Emeraude bottle is symbolic of the trust that has united us for four decades, our ability to combine Pochet du Courval’s glassmaking expertise with the breadth of our Design to Pack service. It’s thanks to our Morphoz in-house modelization tool, part of this service, that we are able to create perfectly realistic models for bottles and validate their industrial feasibility.”

Benoit Rossi, director of industrial operations at Coverpla, adds: “By creating Emeraude, the idea was not just to imagine a shape with a strong identity, but also a standard product that would be easy to produce and personalize, and that would complete our catalog and make a mark on the era.”

In the limelight

At the upcoming PPW, the two partner companies will present this co-creation. Groupe Pochet will display its creative possibilities via the AI module integrated in its DesignToPack offer, with which ideas for conception can be visualized. For its part, Coverpla will showcase Emeraude with a selection of mix-and-match options like different cap designs for a range of original looks.