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Coverpla consolidates its refillable offer

Studies prove it, a refillable bottle is a realistic solution for promoting reuse and ease of recyclability. Demand from brands is evolving in this direction and integrating the whole of the value chain, from filling systems to the refills themselves. Coverpla is expanding its offer in this area thanks to a number of key partnerships.

To date, Coverpla offers 19 refillable references, from travel products to large formats (200 ml), and its intention is to continue building out this product category with new formats and designs.

Faithful to its mission of offering a global service, Coverpla has developed a complete offer to incorporate the full value chain when it comes to refillable and has proactively signed a number of partnerships in this area.

2026 launches

Embracing demand from brands and their appetite for certain models, the team at Coverpla has developed a number of new references this year. These include the Néo bottle equipped with the wooden FIT cap, a little sister for the renowned Verdi (100 ml) design, a 50 ml version exclusively available in a refillable format, and the Laura model, until now only available in 50ml and 100ml classic versions, which is launching as 100ml refillable.

Instant refills

To complete its offer, Coverpla now offers a number of refill bottles selected from its catalog for their simple shapes and generous capacity, namely Olympe in its 200ml version and Round B in both 100ml and 200ml formats.

As an integral part of the process, Coverpla has selected two filling concepts, one for full-sized bottles and the other for on-the-go refills.

Techniplast's market-leading RT-Twist® technology is a reliable solution for refilling bottles at home. The process is enabled thanks to a connector that screws onto the perfume bottle neck thanks to gravity. Once the bottle is full, the flow stops automatically, eliminating any risk of overflow.

Coverpla has also chosen **Aptar Beauty's Nomad Refill**, which combines a pocket vaporizer with an accessory that enables the refill process. After unscrewing the pump from the full-sized fragrance bottle, its connector is screwed on before upturning the ensemble and pulling lightly on the Nomad Refill to start the refill process. The system stops automatically when the mini vaporizer is full, and it can also be stopped at any time simply by releasing pressure on the bottle.