

MANIFESTO FACTORY and BPS,  
 subsidiaries of the Superga Invest group,  
 are joining forces to form a new organisation, **SUPERGA BEAUTY**

**For nearly 20 years Superga Invest has been serving top luxury and beauty brands.**

Superga Invest\* is a family-run company set up and led since 2001 by Alain Bréau and, after originally specialising in two core businesses – logistics and cosmetic packaging for manufacturers of luxury goods – it has decided to reorganise its beauty hub.

On 1 July 2019, BPS and Manifesto Factory will pool their skills and operations under the name SUPERGA BEAUTY.

**This is a strategic restructuring aimed at enhancing support of beauty products in a rapidly changing market.**

Renowned for its skill and expertise, BPS specialises in manufacturing, packaging and co-packaging; Manifesto Factory specialises in packaging and made-to-measure promotional items. Following the re-organisation, they will offer their customers a **new, holistic full service** and "Made in France" and "European" solutions. This is aimed both at established brands that wish to reduce time to market and become more agile and at emerging new brands.



To back up its ambitions, Superga Invest recently acquired a new 10,000m<sup>2</sup> site in Arras (department 62). Next September BPS Artois will become the group's pilot plant where operations will be devoted chiefly to filling and packaging cosmetic products. Plans are in place for up to 20 packaging lines and the creation of 80 jobs over the next two years.



BPS plant in Artois, France

*"Creating Superga Beauty is going to allow us to support beauty brands, with holistic solutions for designing perfumes, care products and make-ups, and tend to open ourselves up to new markets," emphasises Alain Bréau, the President of Superga Invest.*

New horizons are thus emerging for Superga Beauty, which is set to bolster its position as a strategic supplier to beauty brands.



## ABOUT SUPERGA BEAUTY

- Three distinct hubs: SUPERGA BEAUTY INDUSTRIE - SUPERGA BEAUTY PROMOTION & PACKAGING - SUPERGA BEAUTY FULL SERVICE
- 45,000m<sup>2</sup> of industrial floor space, including 5 production plants in the Hauts de France region of France, 40 filling lines and 350 employees throughout France, Europe and Asia.
- SUPERGA BEAUTY aims to achieve revenue of €40m within two years.
- The Superga Invest group currently generates revenue of 100m euro and employs 1,000 people.

**SUPERGA BEAUTY INDUSTRY | SUPERGA BEAUTY MARKETING & PACKAGING | SUPERGA BEAUTY FULL SERVICE**

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