



SUPERGA BEAUTY

Supplying beauty

Superga Beauty becomes a major supplier in the beauty sector.

It's official: on the first of July 2019, Manifesto Factory and BPS, subsidiaries of the Superga Invest Group, grouped their skills and business areas under the SUPERGA BEAUTY entity. This strategic move is intended to enhance its service offering to the rapidly expanding beauty sector.

For almost 20 years, Superga Invest has been servicing key luxury and beauty brands. Initially with two core business activities - logistics and outsourcing for the luxury industries, French family-run group Superga Invest*, founded and directed by Alain Bréau in 2001, has decided to restructure its beauty division.

● Superga Beauty's strengths: Agility - Exacting standards - Expertise

The owner of five industrial sites in Hauts-de-France and backed by a team of almost 350 employees across three continents, Superga Beauty remains closely attuned to customer expectations and needs.

Agility and the application of exacting standards form the cornerstone of the Group's business activities, allowing it to carve a niche for itself in the cosmetic supplier competitive landscape.

Superga Beauty, a supplier of beauty products, operates in three distinct areas:

- **OUTSOURCING**
Manufacture of skincare products & perfumes, filling, packaging and co-packing
- **PROMOTION & RETAIL**
Design and manufacture of packaging, bags and pouches, brushes and make-up applicators
- **FULL-SERVICE OFFERING**
Manufacturer, White-label products, Full-Service offering



"Superga Beauty is clear about its objectives. We are looking to enhance our service offering to beauty brands even further through our comprehensive perfume, skincare and make-up solutions, and aim to become a key supplier following the merging of our two subsidiaries", explains Leslie Bréau Meniger, Managing Direction of Superga Invest.

● Full-Service Offering

Already a recognised player for its know-how in outsourcing via BPS and in packaging and tailor-made promotional items via Manifesto Factory, SUPERGA BEAUTY has entered the full service domain, with its global offering and "Made in France" and "European" solutions.

"We aim to support our customers with their overarching projects, to become a key partner," emphasises Leslie Bréau Meniger.

The offering appeals to both historical brands looking to reduce time to market and become more agile as well as new emerging brands.

To support its targeted objectives, Superga Invest has recently acquired a new 10,000m² site in Arras (62). In September 2019, BPS Artois has become the Group's pilot site, with its activities mainly dedicated to the filling and packaging of cosmetic products domains. Up to 20 packaging lines are already envisaged in addition to the creation of 80 jobs over the next two years.

● The future of Superga Beauty: the international arena, the digital realm and CSR

Superga Beauty's key strategic growth paths include international expansion, use of the latest developments in the field of digitisation, the implementation of new processes and new material sourcing. Superga Beauty therefore has new avenues to explore, which strengthens its position as strategic supplier of beauty brands.

"The challenges our customers face are our own challenges. We need to go above and beyond to meet our customer's needs and offer them innovative solutions in all of these areas", adds Leslie Bréau Meniger.

* The Superga Invest Group currently represents a turnover of 100 million euros, and has 1,000 employees.



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PR
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RE
LEASE

• New products unveiled as an exclusive preview at Luxe Pack Monaco

Superga Beauty is increasingly focusing on the use of environmentally-friendly materials, continuously studying new solutions to meet customer needs.

Aspects addressed in the latest ranges:

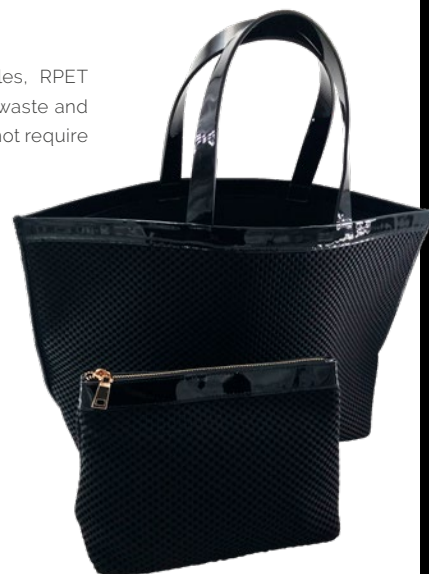
NO PLASTIC

100% natural materials containing wood pulp and recycled paper (renewable raw materials derived from biomass).



RECYCLED

Made from plastic bottles, RPET allows for a reduction in waste and energy saving as it does not require new extraction from oil.



VEGAN

The use of water-based PU alternatives manufactured without the use of chemical solvents, thereby reducing its polluting effect. This material does not have any plasticising agents that become volatile or migrate over time.



UPCYCLING

Material made from industrial waste from the leather industry. The waste is shredded and then reconstituted with natural rubber to produce a new material that is dense, flexible and thin and able to be worked in the same way as leather.



ABOUT SUPERGA BEAUTY

- ➔ Three separate business areas: **OUTSOURCING - PROMOTION & RETAIL - FULL-SERVICE OFFERING**
- ➔ 45,000m² of industrial space encompassing 5 production sites in France located in the Hauts-de-France region.
- ➔ 40 filling lines.
- ➔ 350 employees across France, Europe and Asia.
- ➔ A sales office in India within the next few weeks.
- ➔ SUPERGA BEAUTY aims to achieve a turnover of 40 million euros over the next two years
- ➔ As a player in the beauty industry, Superga Beauty has set its sights on reducing its carbon impact and improve the socially-conscious performance of its business activities. To this end, the Group has launched a robust CSR approach in terms of environmental and social initiatives, supporting for example:
 - The Prince Albert II Foundation which works to protect the environment,
 - It is involved with efforts focusing on the prevention of breast cancer,
 - It participates in a programme of professional reintegration of women who are victims of domestic abuse.

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