



weckerlecosmetics
唯客乐化妆品

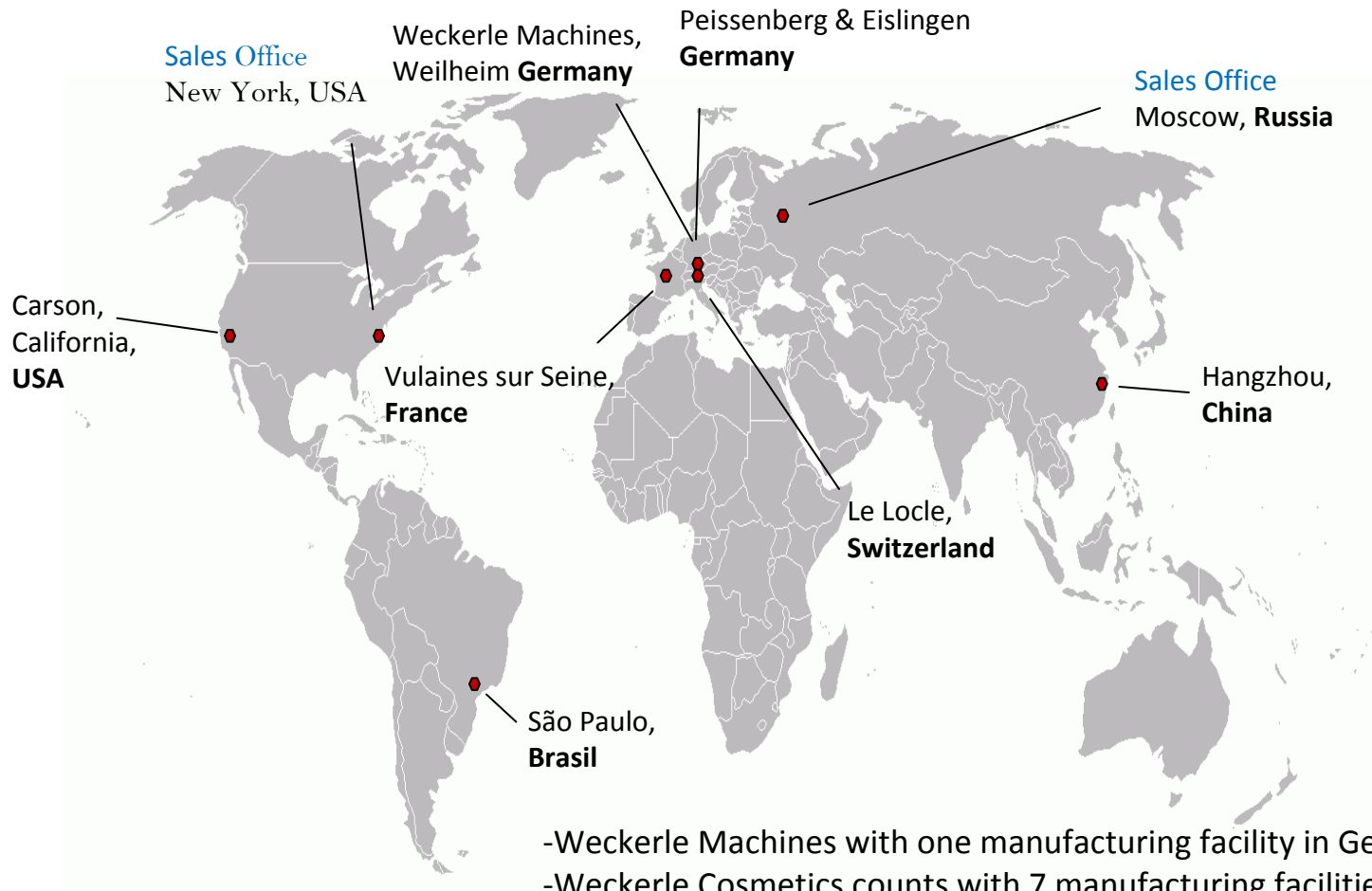
Weckerle Cosmetics (Hangzhou) Co., Ltd.

Innovation Never Ends!?

**A Contract Manufacturer's
View**

Shanghai, June 25, 2012

Weckerle - 100% Family owned Business



- Weckerle Machines with one manufacturing facility in Germany
- Weckerle Cosmetics counts with 7 manufacturing facilities in 6 countries, operating in Europe, North & South America and Asia
- Globally, Weckerle Group has close to 1000 employees

Weckerle China – The Company

- ➡ Weckerle Cosmetic (Hangzhou) Co. Ltd was initially registered on June 3rd, 2009
- ➡ Full service OEM contract manufacturing, filling of color cosmetics
- ➡ Servicing the China domestic market and APAC/ ASEAN markets
- ➡ Production on Weckerle machines with a strong background of engineering and development of filling techniques

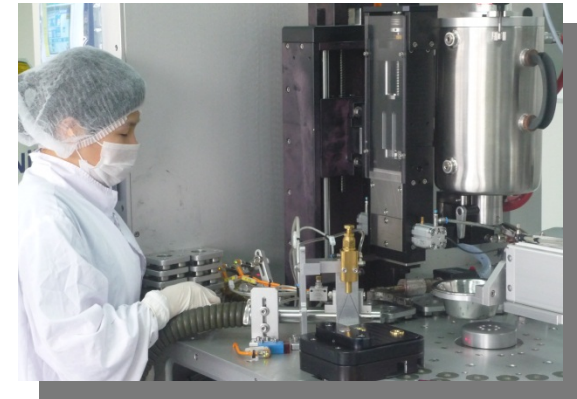


The Service

Full-service portfolio:

- primary components sourcing
- filling and assembling
- packaging of finished products
- current focus: color cosmetics, hot and cold pur filling (wax and water based formulations)

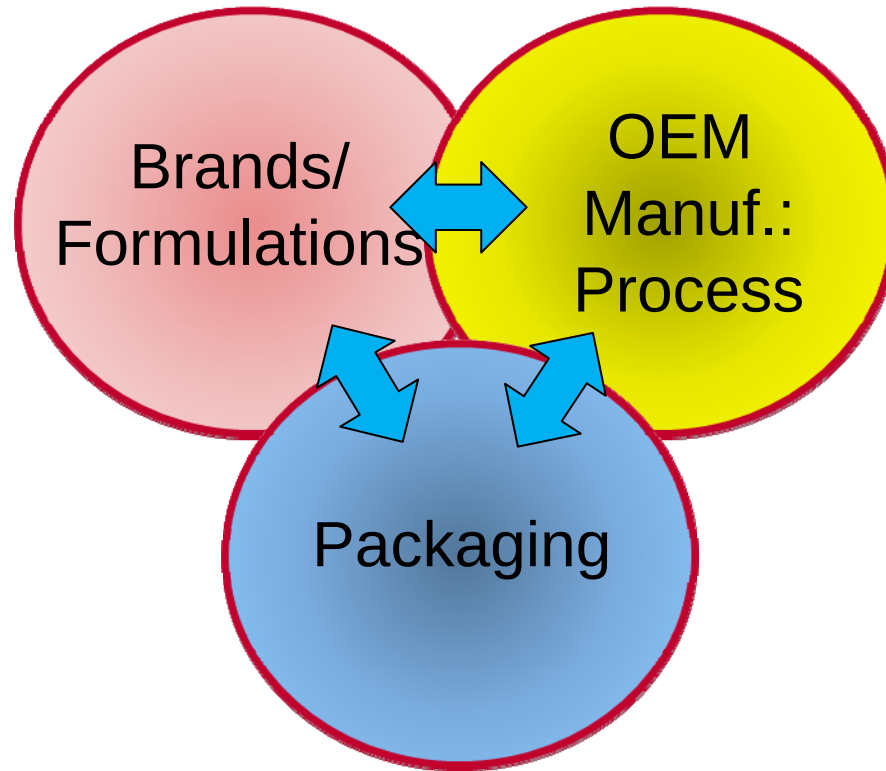
In cooperation with Weckerle Goup global R&D, we are also targeting to develop new concepts of color cosmetics specifically for our chinese domestic and international customers in the APAC/ ASEAN region



Color Cosmetics Innovations



Innovation: Inter-Connectivity is key characteristic

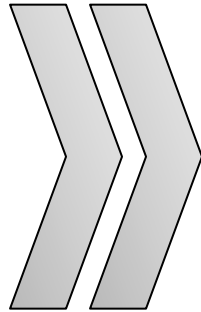


Weckerle: Fully Dedicated to Colour Cosmetics

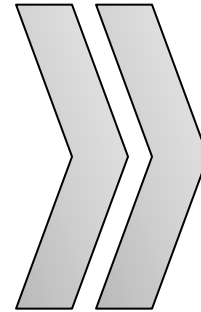
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WECKERLE
machines

Formulation

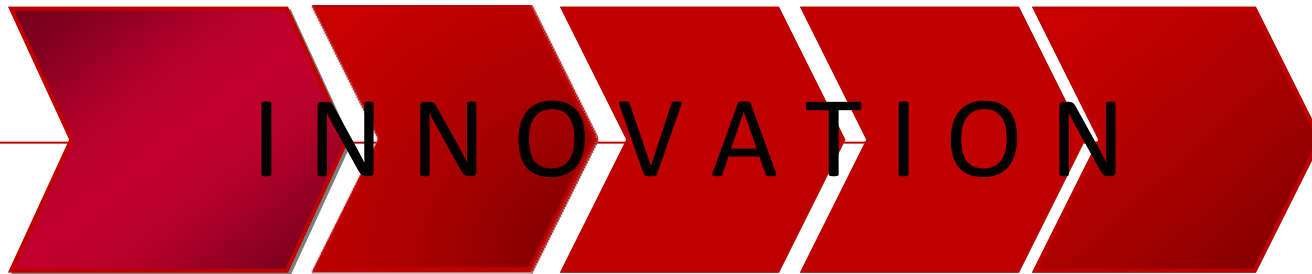


Process



Product

Packaging



Innovations



by Weckerle Cosmetics

Innovations

■ Twister Lipgloss & Lipstick



Twister Lipgloss



Twister Lipstick

Innovations

■ Silicone Filling



3 D Design Lipgloss



Embossed Design

Innovations

- Core Filling with special designs for the inner core



Triple Core Lipstick



Triple Core Heart Lipstick



Apple Design Lipstick

Innovations

■ Core Filling with special designs



Design Core Lipstick



Halfmoon Lipstick

Innovations

■ Clear Lipstick & Clear Lipstick with Core



Weckerle Lipbalm



Weckerle Clear Core LS



Weckerle Goldrain LS

Innovations

■ Twinstick by Weckerle



Innovations

■ Multi Color Pressed Powder

New highly industrialized filling technology from Weckerle to produce multi-colour pressed powder (Machine: CPL 400-4C). Individual designs and shapes are reproduced in an industrialized manner. Can produce up to four shades in one pan, optionally even up to 7 shades.



Innovations with Rexam

- New bullet shapes to allow precise application to lip contours with soft formulas



R-Shape Elliptic



R-Shape Teardrop

The Way to do Lipsticks – Weckerle Fillingmachines

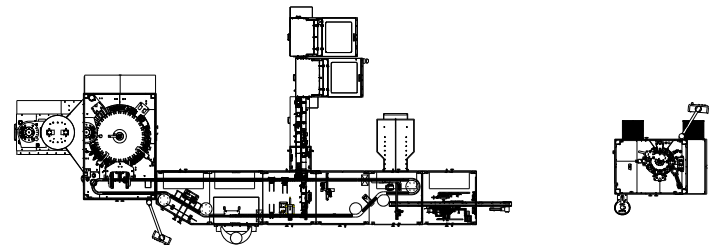
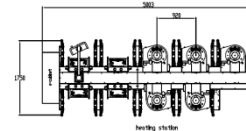
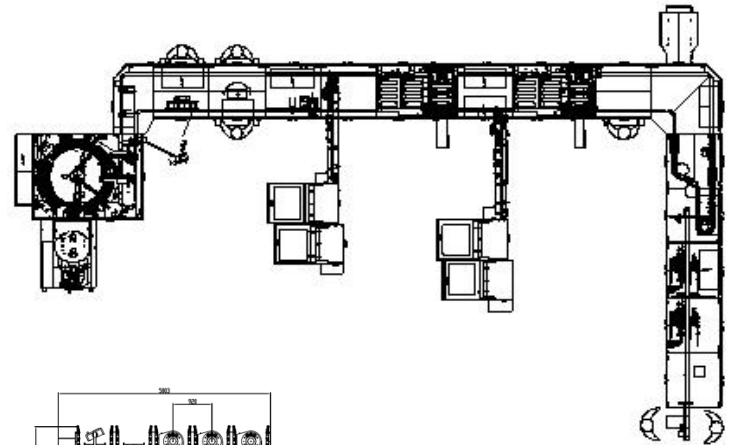
MM 060 600 pcs./ hour



MM 180 3.000 pcs./ hour



MM 360 6.000 pcs./ hour



MultiMould Technology Capabilities

- Silicone



- Blow-Out



- Push-Out



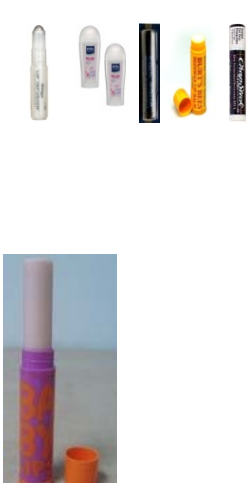
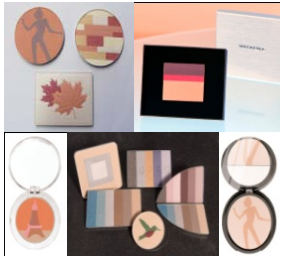
- Back Filling



- Multi Color



Weckerle Machines Overview

MM060 MM180 MM360	FlexFill 60 FlexFill120	UF08 UF16 UF32	MPL700-4C	Company Structure
				Dedicated to Innovation in Industrial Processes and Products
Complete Procution Lines from FlexFeeding to CasePacking	Complete Procution Lines from FlexFeeding to CasePacking	Complete Procution Lines from FlexFeeding to CasePacking	Complete Procution Lines from FlexFeeding to CasePacking	Complete Procution Lines from FlexFeeding to CasePacking for efficient Fast- to-Market new Product Launches

We love cosmetics.

Thank you!

谢谢！