

PRESS RELEASE

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MWV Calmar Transforms Fragrance Packaging with High End Aesthetics for Resin Injected Pumps

CLIKIT™ IP

An injection of perfection and no-limits creativity for luxury fragrance packaging

New York, 21 May 2008 - MWV Calmar, a global leader in high quality sprayers and dispensing solutions, today unveiled its most recent innovation for the fragrance industry: **Clikit™ IP**, a resin injected version of the company's market-leading **Melodie® Clikit™** pump. **Clikit™ IP** has been developed to offer prestige fragrance brands a cost effective, high performance pump that provides the look and feel of traditional luxury packaging.

With its commitment to providing innovative dispensing solutions, MWV Calmar has opened up a world of opportunity for fragrance brands with a product that meets the rigorous demands of today's brand owners: exceptional technical performance, creative decorative design and high-end style. Because the capsule and actuator sheath are resin injected, brand owners can creatively customise the pump with original decorative effects and colours to obtain a truly unique look and feel for their product.

"Our customers are constantly seeking solutions to enhance their design capabilities while also striving to simplify their packaging materials, their manufacturing processes and purchasing complexity. As the market for fragrances is becoming increasingly competitive, we are researching and creating solutions that enable our customers to get ahead of their competition," stated Sandy Gregory, marketing director for MWV Calmar's Fragrance Division. "With **Clikit™ IP**, MWV Calmar has gone beyond the boundaries of established practices without compromising on aesthetic perfection and technical performance, and we have drawn from our expertise in resin injection to create this perfect but cost effective pump without making any concessions on the final finish."

Clikit™ IP has been designed with an aim to support customers with an added value solution that will differentiate them in the market place and, at the same time, provides them with versatility and short lead times. The click-on feature of the pump means it is supplied ready assembled, which reduces the number of components and suppliers required and also ensures increased productivity on customers' filling lines.

Clikit™ IP has extraordinary retention force properties and all the appreciated characteristics of the highly successful ultra low profile **Melodie®** pump which has been the choice of some of the most prestigious brands in the market.