

High-end closures for luxury brands: Novassu trusts KraussMaffei

- Strategic partnership: Novassu manufactures high-quality cosmetic closures for premium suppliers from chemically recycled plastic on KraussMaffei machines
- CXZ 250/1000-750 Multinject offers maximum flexibility thanks to sandwich and index plate technologies
- Sandwich injection molding with 30% recycled material increases sustainability and design freedom

(Parsdorf/Molinges, 18.11.2025) French closure specialist Novassu manufactures premium closures for brands such as Chanel and Estée Lauder on a CXZ 250/1000-750 Multinject from KraussMaffei. The machine combines 2K sandwich and index plate technologies, enables recycled layers and ensures consistent quality with APCplus. The result is crystal-clear, sustainable closures with 30% recycled content – efficient, flexible, and highly precise.

Chanel, Givenchy, Estée Lauder, and Coty – Novassu manufactures all types of closures for the cosmetic lines of luxury brands. The company relies on the CXZ 250/1000-750 Multinject from KraussMaffei for production, which combines 2K sandwich and index plate technologies.

The machine has a sandwich plate that offers the possibility to inject a layer of recycling material inside skin material. It is also a flexible solution that allows easy switching between sandwich and standard 2K processes, as well as the use of monomaterial. The index plate allows the cavities to be rotated for overmolding and multilayer processes – a key feature that prompted Novassu to choose KraussMaffei injection molding machines.

Managing Director Gérald Paris emphasizes: *“We only invest in machines that offer us maximum flexibility – no off-the-shelf. Our business is*

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continuously evolving, and we need a strategic partner who can also bring in experience from other industries.“

Higher recycled content and greater design freedom

The current project uses sandwich injection molding: recycled material on the inside, new material on the outside. Novassu developed the crystal-clear cube cap itself and, in addition to contract manufacturing, also relies on its own design. The 2K closure contains 30% recycled material. Thanks to the machine's preparation for a third component, other creative effects, such as marbling through multicolor injection, are also conceivable.

At its site in Molinges, Novassu operates around 20 KraussMaffei machines from the CX and PX series (500-4,000 kN). 60 employees use these machines to produce components ranging from 10 to 100 millimeters in size. In addition to pure injection molding, Novassu also offers various finishing steps such as hot stamping.

Change from ionomer to classic thermoplastics

The raw material is crucial for cosmetic products: it must be FDA-certified, which makes the use of recycled materials challenging. Materials such as PET from beverage bottles, however, benefit from good recycling systems. Therefore, it makes sense to use them for parts that do not come into direct contact with perfume or cream.

Novassu is currently shifting from ionomer to classic thermoplastics. Ionomer can only be recycled chemically, whereas mechanically recycling is possible with PET that is hardly contaminated. This change in material also opens up the possibility of using KraussMaffei's all electric PX machines. Since 2019 all machines have been equipped with the APCplus function, which automatically adjusts the switchover point and holding pressure according to the melt viscosity, ensuring a constant shot weight – particularly beneficial for recyclates, which often come in batches with varying properties.

“With APCplus, we’ve significantly reduced scrap and improved our product quality. This is a clear benefit also in terms of cost-efficiency“, adds Gérald Paris, Managing Director of Novassu.

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Built for growth

Novassu plans to expand with additional injection molding machines in their new 3,000 m² hall and also wants to continue growing technologically. This is another area where the advantages of the partnership with KraussMaffei play a key role: the proven processes open up new design possibilities for Novassu and thus further areas of growth.

01_PM_IMM_2025_11_Novassu

Looking ahead to exciting new projects: Hervé Dumurgier (Head of Sales, KraussMaffei Group France) and Gérald Paris (Managing Director, Novassu).

02_PM_IMM_2025_11_Novassu

Precision and flexibility in one machine – The new CXZ 250/1000-750 Multinject enables 2K sandwich molding and index plate technology.

03_PM_IMM_2025_11_Novassu

The CXZ 250/1000-750 Multinject features a sandwich platen, allowing recycled material to be injected as a core layer within skin material.

04_PM_IMM_2025_11_Novassu

Leading cosmetics brands such as Chanel, Givenchy, and Estée Lauder rely on Novassu's expertise.

05_PM_IMM_2025_11_Novassu

From Chanel to Givenchy – Novassu creates premium closures for the world's leading luxury cosmetic brands.

Photo: KraussMaffei

Further information and images in print quality are available at:

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KraussMaffei - Pioneering Plastics

KraussMaffei is among the world's leading manufacturers of machinery and systems for the production and processing of plastics and rubber. Our brand stands for cutting-edge technologies – for more than 185 years. Our range of services covers all areas of injection molding machinery, extrusion technology and reaction process machinery. In 2022 we added additive manufacturing to our portfolio. This broad range of technologies gives KraussMaffei a unique selling point in the industry. With the high innovative power of our standardized and individual product, process, digital and service solutions, we can guarantee customers sustained additional value over the entire value-adding chain. Our range of products and services allow us to serve customers in many sectors including the automotive, packaging, medical and construction industries, as well as manufacturers of electrical and electronic products and household appliances. KraussMaffei employs around 4.200 people all over the world. With more than 30 subsidiaries and over 10 production plants, as well as about 570 commercial and service partners, we are represented internationally close to our customers. The company was founded in 1838 in Munich. Today, KraussMaffei is part of Sinochem Holdings Corporation Ltd., one of the world's leading chemical companies.

Further information: www.kraussmaffei.com

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