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Currier Plastics adds Product Mini's to Portfolio

Auburn, NY Currier Plastics now manufactures travel size beauty brands. The travel size, or mini, has become a growing trend in the market to make it easier for consumers to try new brands. Meeting more stringent travel restrictions, the mini also makes it easy for consumers to enjoy their favorite products while away from home. Keeping the package design and labeling the same as the original larger consumer size is key to the branding success.

One of the challenges Currier faced with the beauty brand mini's is the reverse engineering of the original geometry. It had to be scaled down to the travel size, usually 2 oz or less. The models and drawings have to be created and then approved through many layers-sometimes all the way back to the owner of the original package design.

This trend was driven partly by changes in air travel where only packaged consumables containing less than 2 oz can be carried through airport security. Hotel chains are carrying popular brand name amenities so the traveler can enjoy their favorite beauty brand product while away from home and so are most supermarkets and drug stores.

Currier Plastics is located in the heart of central New York and has been custom molding for a variety of industries such as plastic packaging, beauty and cosmetics, amenities, household consumables, electronic connectors and medical measuring devices since 1982.

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CUSTOM DESIGN / INJECTION MOLDING / BLOW MOLDING



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