



From Stock to Signature: Building Unique Identity with Cost-Efficient PET Collections.

Utilizing standard packaging is a highly effective strategic solution for building a skincare line with speed and agility. SR Packaging (SRP) elevates this approach, proving that cost-efficient stock components can serve as the perfect foundation for a unique brand identity.

By customizing standard packaging to precise specifications, SRP helps beauty brands accelerate project development through four simple stages.

From Concept to Consumer

Select from Stock	Share Ideas	Production Coordination	Success & Scaling
SRP's extensive catalog features hundreds of PET bottles, closures, sprayers, and pumps. This wide range of combinations allows brands to achieve visual distinctiveness without the expense of custom molds.	Brands provide their initial concepts, and SRP translates them into highly detailed 3D renderings. This allows brands to clearly visualize the final product before production even begins.	With designs and samples finalized, SRP oversees all manufacturing and delivery. Brands simply remain in contact while the packaging is prepared for the contract filler.	Backed by four decades of experience, SRP ensures strict quality control and reliable fulfillment. Its agile production allows brands to scale smoothly to meet consumer demand.

The PET Advantage in Beauty Packaging

Despite an ever-expanding array of materials, PET remains a top choice for skincare brands due to its performance and safety:

Sustainable: Brands can utilize premium recycled PET (rPET), which remains fully recyclable to support circular supply chains.

Customizable Finishes: PET offers exceptional glass-like transparency, or it can be manufactured with a soft, velvety matte finish through specialized mold texturing.

Durable & Safe: Shatterproof and chemically inert, PET is globally approved, BPA-free, and protects the integrity of active skincare formulations without leaching harmful plasticizers.

A Partner for Brand Growth

For both emerging indie labels and established companies, SR Packaging serves as a critical supply chain partner. By combining engineering expertise, rapid turnaround times, and premium stock options, SRP transforms initial concepts into shelf-appealing goods, ensuring brands stand out in a highly competitive retail landscape.