

July 2019

# Aptar Beauty + Home Launches E-Latch



**Purity by Aptar** now features new technology designed for e-commerce



“Most US consumers don’t view a retailer’s online store as a separate entity from the brick-and-mortar store and retailers need to recognize this and offer as holistic an experience as possible\*” said Alexis DeSalva, Mintel Retail & Apparel Analyst. **Aptar’s Purity E-Latch is the first omni-channel tube top solution.** E-Latch keeps product secure through the e-commerce delivery supply chain, without sacrificing consumer convenience and maintaining a consistent brand experience.

E-Latch’s intuitive design has a fully integrated finger recess latch that prevents accidental opening in transit. Aptar’s new latching technology eliminates unsightly, frustrating add-ons such as liners and tear bands, creating an omni-channel solution while reducing supply-chain complexity. **E-Latch ensures a trusted leak-free unboxing experience alongside a memorable first moment of truth, regardless of the channel.**

In 2018, sales of beauty and personal care products sold online registered growth in excess of 20% year-on-year\*. Online sales of beauty specialists, such as Ulta, Sephora and Space NK, and brand websites are buoyant, highlighting the importance of omni-channel retailing\*.

“As lifestyles continue to accelerate, consumers’ purchasing criteria is changing, as they look for products that fit their on-the-go lifestyle. Consumers want easy, leak-free delivery and care-free travel with the product whether it is in a gym bag or suitcase,” comments Lisa Petersmark, Vice President Regional Market Development, Personal Care Aptar Beauty + Home.

E-Latch is available on Aptar’s 2” Purity Snap On with three orifice sizes .125, .187 & .250 and a gloss finish.

*Aptar Beauty + Home is a solution partner of packaging dispensing systems for the Beauty, Personal Care and Home*



\* “Epackage: the role of packaging in e-commerce” Mintel 2018

\*\* “Where consumers shop for beauty and personal care”; Jan.2019, Euromonitor.