### 

9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com

News Release

client: **IBG (Innovative Beauty Group)**

contact: Caitlin Bishop

Turchette Agency

(973) 227-8080, ext. 129

[cbishop@turchette.com](mailto:cbishop@turchette.com)

Mieke Jochemsen

IBG (Innovative Beauty Group)

0031620636767

[Mieke.Jochemsen@group-ibg.com](mailto:Mieke.Jochemsen@group-ibg.com)

**FASTEN Introduces Next-Generation Refillable Jar Concept**

***Named Goodloop, company’s award-winning refillable jar concept combines innovative design, sustainability and luxury.***

*Amsterdam, Netherlands –* **FASTEN Packaging,** acompany ofleading global beauty solutions provider **IBG (Innovative Beauty Group)**, has introduced its next-generation refillable jar concept, **Goodloop**, named for its contribution to a circular economy. Combining innovative design, sustainability and luxury, the Goodloop refillable jar is a multi-award-winning concept that serves as a powerful example of how beauty brands can meet lofty sustainability goals while still strengthening their brand identities.

Suitable for cream products, the Goodloop refillable jar features a transparent outer jar with a curved inner portion for a sleek appearance. The jars are fully recyclable, and are comprised of recycled polypropylene (PP) and polyethylene terephthalate (PET).

The Goodloop refillable jar affords multiple decoration areas to reinforce brand identity – for example, by combining embossing on the inner wall with printing on the outer wall. The lightweight bayonet closure eliminates the need for a liner while ensuring leak-free use. Refilling is performed from the bottom with a simple twist.

Previous iterations of FASTEN’s Goodloop refillable jar concept recently received multiple prestigious awards including: a Gold Award at the 2023 German Innovation Awards, a Silver Muse Design Award, an iF Design Concept Award and a Bronze Pentaward.

“At FASTEN, we know just how important it is for brands to elevate their product’s presentation and consumer appeal, but also ensure alignment with corporate sustainability values,” said Ilja Zutt, Managing Director of FASTEN Packaging. “The Goodloop refillable jar checks all the boxes and is a solid example of how our design team continues to push the envelope in developing forward-thinking, eco-friendly packaging innovations.”

###

**About IBG**

IBG (Innovative Beauty Group) is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Offices in Toronto, New York, Los Angeles, The Netherlands, Paris, Shanghai, Guanzhou, Shenzen, and Dongguan.

For more information, visit <https://innovativebeautygroup.com/>.