

The future, AI and technology at Cosmopack 2024

Pianoro (Bologna) – Cosmopack 2024 (21-23 March) will be a special edition for the Marchesini Group, which this year celebrates its **50th anniversary**: an important milestone and a unique opportunity to start to think about the future. In fact, **leading-edge innovation and technology** will be the underlying themes of Marchesini Group Beauty's participation at this edition of the show: at the Bologna exhibition centre visitors will be able to take a close look at **state-of-the-art machines and lines** for packaging cosmetic products.

Stand A9PK – hall 19PK will therefore exhibit an impressive array of not only flexible stand-alone solutions tailored to the market's demands but also lines which can be customised to individual needs and ground-breaking technologies that respond perfectly to **the latest trends**. One of this edition's most eagerly awaited novelties is the **lipstick machine with SEA Vision's innovative a-eye lipstick system**: the 360° lipstick inspection system, which recently won **the Cosmoprof Asia Awards**, is the world's first system for automatic quality control of lipsticks in production, based on **AI technology**, automating the process of qualitative inspection previously largely entrusted to manual human control.

The solutions on show

As well as the latest **technologies** developed at the Pianoro headquarters, the stand will host the solutions of the specialist companies acquired in recent years which now make up the Group's Beauty Division: **V2 engineering** and **Dumek** from the Emilia-Romagna region, **Axomatic**, **Cosmatic** and **Rejves Machinery** from Lombardy and **Vibrotech** from Tuscany.



Stand A9PK will be exhibiting **20 machines**: turbo-emulsifiers of different sizes and capacities developed by Dumek and Axomatic; a **complete line** for filling and packaging tubes; a liquid and cream filling line, able to process **different types of bottles**, originating from the close partnership of the Axomatic and Vibrotech brands; a **soft mould** lipstick machine built by Cosmatic; a **fragrance cartoning machine** that is the jewel in the crown of the V2 engineering brand; a **rotary monobloc machine** for filling bottles by Rejves Machinery; and last but not least an area completely dedicated to **laboratory machines**.

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