

SEAWAY'S SERVICES MANUFACTURING FLEXIBILITY SUPPORTS FRAGRANCE START-UP'S GROWTH

THE CUSTOMER

Andrea Maack is a luxury fragrance brand founded by Icelandic visual artist, Andrea Maack. Luxury, sustainable, vegan, cruelty-free, gluten-free, and ethically sourced; this gender-neutral brand caters to individuals who appreciate the art of fragrance.

Highlighting her artistic vision and perspective and replicating those progressive values in her products is critically important in growing the brand. Therefore, working with suppliers that match her environmentally friendly and inclusive aspirations continues to be essential.

THE CHALLENGE

Andrea Maack required a manufacturing partner that could handle the unknown; when starting out Andrea Maack didn't know what order quantities they would need. The initial driver was finding a Printing Company who could facilitate small order quantities. Andrea Maack also wanted to push boundaries by developing an innovative eye-catching bottle that would create recognition as the brand launched and its customer base (across the Americas, the UK and Europe) grew.

Andrea was drawn to Seaways Services because of the accessibility of the team, their focus on customer service – ensuring that all customers, no matter their size, all enjoyed the same quality and support – a crucial factor for a start-up, that needed passionate partners to launch successfully.

Once Andrea and the Seaways Services team connected back in 2012, it was clear that collaboration would be a key enabler to success. Andrea required a supplier willing to go on a journey of discovery and innovation to maintain the brand's exacting standards.

There were plenty of unknowns and education required around the manufacturing options and processes available, ultimately unearthing something truly eye-catching and befitting of the brand, reflecting each scent living as a totally unique work of art.

The custom bottle shape was designed by Architect Maddalena Casadei, whose inspiration came from the sculptural shapes found in nature. The challenge was to use as little material as possible, keeping the bottle 100% recyclable.





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“Our brand was a small start-up and sometimes smaller brands can get lost when competing for time with a partners’ larger customers. Instead, Seaways Services made us feel prioritised and I quickly realised this was a marriage made in heaven!”

Andrea Maack

THE SOLUTION

From the brand’s original launch to now, the team has consistently delivered for Andrea Maack, overcoming the challenges of international collaboration, such as time differences and developing physical Proofs of Concept across borders.

The practicalities of printing such a unique bottle meant that Seaways Services had to adapt the printing technique used. Ordinarily, a bottle would be spun on a machine however the Andrea Maack bottles are laid flat with each bottle being individually hand printed.

As an artist, the fragrance bottles’ designs have been held to the same standards as the scents themselves. Hence, designs that provoke thought and break conventions were essential, no matter the number of samples and prototypes required to get the end-product just right! Last year the pink Solstice perfume bottle went viral in the States, this was incredibly exciting for everyone involved the production of the perfume.



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