



As a cosmetic packaging supplier to the beauty market, we like to think we have a feel for the pulse of the industry. With that said, one thing is clear: you cannot help brands bring new products to market fast enough! Brands are pressured to be first to market with their product, which in turn puts the pressure on their packaging partner. The market drives us all to move faster and faster, while the results must be nothing less than perfect. One of the bright spots of this ever-increasing challenge is that it encourages all of us to find ways to improve in all aspects of what we do. The rise of indie brands in particular has forced us all to take a step back and reevaluate how we do things. At East Hill, one of our first responses was look for manufacturing partners closer to home. Standard transit times from Asia to the U.S. are on average four to six weeks. Where a personalized tube in Asia takes four to six weeks to produce, transportation extends the lead time to eight to 12 weeks. So our goal was to eliminate or severely reduce transportation time. While a large part of our business continues to be with our great partners in Asia, we found new and exciting options in both the U.S. and Mexico. We started producing personalized tubes in Mexico and instantly reduced the average lead time from 10 to just five weeks. Our customers still get a great cost of goods, but in half the time.

Helping Brands Get to Market Faster

by *Chris James*

Intelligent Stocking

Our next measure to reduce lead times was to increase the number of in-stock packaging options we keep on the floor and ready to ship from our Dallas, Texas warehouse. What started out as just keeping tubes in stock has grown significantly. We now keep full ranges of airless bottles, jars, and closures, with new items being continually added. Recently, East Hill was awarded the exclusive distributorship for the Q-Line range of products from Quadpack Industries, a Barcelona, Spain-based company. The Q-Line family gives us ready access to a wide range of modular beauty packaging components to mix and match, including some truly stunning items like wooden caps. As we begin adding Q-Line references, we will hold an unrivalled catalogue of quality packaging options in stock, specifically focused on every segment of the beauty industry. Add to this our capabilities of silk screening and labeling here in Dallas, and we can provide finished and decorated packaging in as little as a few weeks. The end goal is to provide a wide range of luxury in-stock packaging for skincare, make-up, and fragrance products. We were already able to pull a pack from our warehouse, decorate it, and ship it in an average of three weeks – but now we offer more options to select from, every one of them carefully chosen, focused squarely on beauty and hooked in with today's trends.

Helping Tomorrow's Big Brands

While helping customers with quick lead times from in-stock packaging is a big part of what we do, it is not all we do. Our biggest satisfaction comes from helping emerging brands grow to become a bigger player in the beauty industry. Walking through retailers like Sephora or Ulta and seeing our customers' products on the shelves is the best feeling in the world. Most of the time,

these are the customers that started out buying only a few cases of a product to launch. Then, as they started to gain momentum in the industry, we quickly transitioned them from in-stock packaging to either bespoke packaging or stock molds that allow us to create a truly unique final package for them. The results usually speak for themselves and I am proud to say that we have a growing list of success stories. While East Hill works with some of the largest brands in the world as well, we continue to embrace working with emerging and indie brands. The ultimate goal of any beauty brand is to stand out in the market. Nevertheless, we understand it can be a challenge for new or emerging brands to do the large runs required for personalized packaging. It is because of this that East Hill will continue working on ways to help expedite our speed to market while maintaining the high standards the market demands.

Chris James, Vice President of Sales and Marketing for East Hill Industries, is a sales and marketing executive with over 15 years of experience in the personal care packaging and global logistics industries. In 2005, he co-founded East Hill Industries where he formulates all global marketing and sales planning for personal care providers. He works with national brand customers and both domestic and foreign suppliers to produce a wide range of high end cosmetic packaging.