



Scented Ceramic

The design that the
perfume materialises,
into a more intense
form of memory.

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The Company

Cerámicas Arcola, a Valencian company with more than 60 years' worth of experience, it was founded in 1956 by Don Antonio Testón Sixto, who passed on the direction of the firm to his sons Antonio and Alberto, who remained in charge until the 1990's.

With the turn of the millennium, the third generation has taken over the helm of this family company and it is Antonio Testón Cuesta who is charged with the task of maintaining the company's position as a benchmark in this fascinating, exciting and, at times difficult industry.

Propelled by his constant entrepreneurial spirit and after extensive research into the manipulation of porosity in ceramics, Antonio Testón opened up a new line of business in 2010, commencing with the manufacture of Scented Ceramic products.

As part of this new line, design and creativity come together with the most exclusive brands of perfume, resulting in products which have multiple different applications providing added value and a touch of exclusivity to the leading high perfumery brands who are already Scented Ceramics customers.



About Us

Antonio Testón has been the Managing Director of Arcola Ceramics for the last 20 years. The son and grandson of the previous MDs, he has been able to adapt the philosophy of a family company geared towards a very traditional sector to a new era, allowing it to continue in the sector for many years to come. Antonio graduated in Commercial Management and Marketing at ESIC.

Barbara Gozzini has played a fundamental role in the international expansion that Arcola Ceramics has experienced in its commercial interests in recent years. Her training in commerce and public relations and her fluency in the four most important languages in Europe, have enabled the company to establish links with the leading perfume companies in Europe.





Added Value

Quality: Our 60 years of experience and our continuous daily search for improvement are an endorsement of the quality a product which seeks to satisfy the needs of each and every one of our customers.

Versatility: The hand-crafted nature of our work allows us to adapt to the strict demands imposed by each of our projects, always based on fluid lines of communication with the customer and a mind-set which means we are always open to new ideas and challenges.

Innovation: We apply the most innovated cutting-edge porosity manipulation techniques to the material, controlling the rate of absorption and evaporation of the perfume and in this way we can guarantee the exclusive essence of each fragrance.

Responsability: We are committed to the preservation of the environment, all our pieces are produced using environmentally friendly processes, with future generations in mind and respecting the natural cycle of materials.

Our Creations

Ceramic Tablets

The ceramic tablet is the most suitable format for presentation of samples, both for promotional purposes or merchandising, and for use as a fragrance dispenser. It can be produced in any shape and form.





Decorative Trays

Decorative glazed ceramic trays fully customizable in terms of sizes and colors.



Ceramic Blotters

The Blotters or *Mouillettes* are fragrance testers which are used for providing samples of the product in commercial situations. The ceramic blotter lasts longer than its paper equivalent, allowing for repeated use while correctly preserving all the qualities of the perfume.

Ceramic Testers

The ceramic testers are ceramic pieces whose total surface is enamelled with the exception of the lower part of the piece. This part maintains the original porous texture of the ceramic material so that it can be put into contact with the fragrance. Its function is that of a tester for fragrances. Its shape and positioning allow ease of use and prolong the life of the perfume as it helps to prevent its evaporation.



Ceramics Caps


The caps are used to top scented candle containers.



Promotional Displays

Our promotional displays, as a truly special way of promoting the fragrance at the point of sale, are able to captivate the customer's attention towards the product, placing them centre stage in the promotion which the brand is seeking to perform.





Manufacturing Process

Behind every single project there is an implicit and essential symbiosis between the artistic, and the technical, between professionalism and craftsmanship, characteristics which define exactly the philosophy of the work we carry out here at Arcola.

We combine traditional with modern methods in the creation of our pieces. Our mission is to become a benchmark manufacturer of ceramic supports for the high perfumery and home fragrances sectors.

The production of ceramic pieces starts with the pressing process, which consists of the compacting of ceramic powder in order to shape the pieces. This is followed by the drying process, and finally the hand-coating process, where pieces are retouched individually, including, on occasion, the application of enamel, depending on the preferences and needs of the customer.

Finally, the perfuming process guarantees the prolonged presence of the perfume in the ceramic pieces.

Pressed



Dried



Hand
Finished



Enamelled



Baked



Perfumed



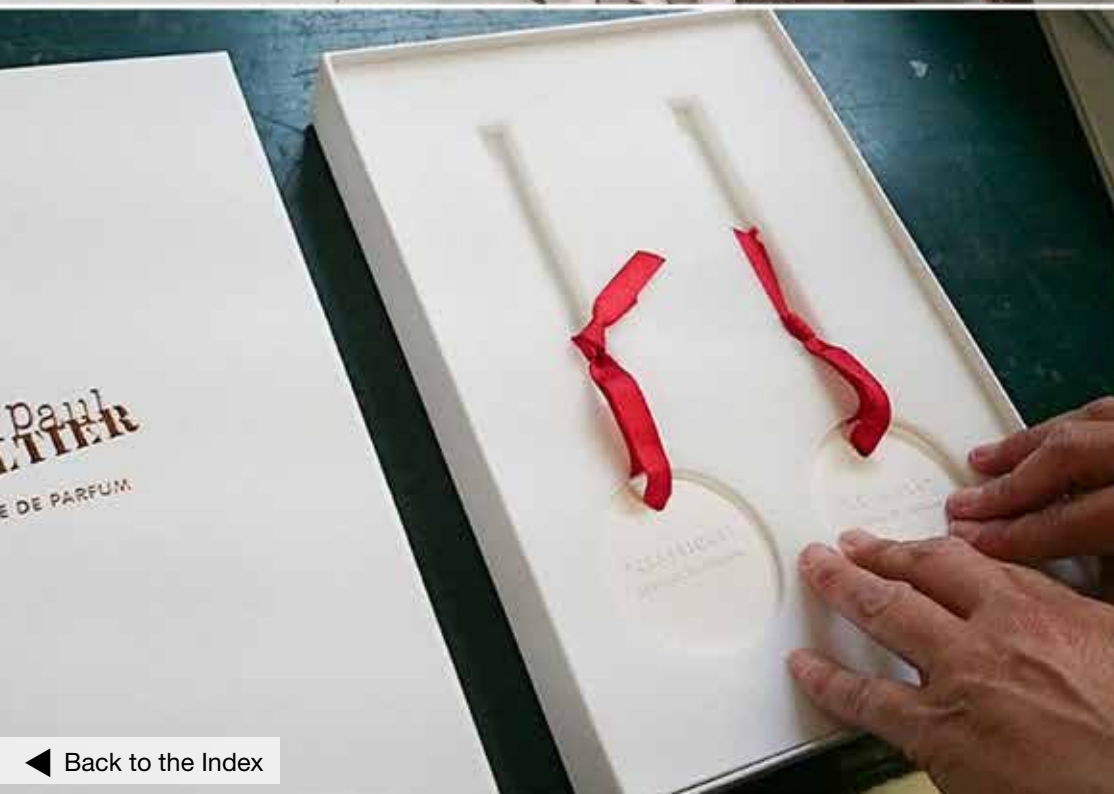


Additional Services

Arcola Ceramics offers its different customers bespoke made to measure packaging and handling options depending on the needs presented by each project.

Personalised with the corporate image of the customer's brand, our company bases its work on the value of elements designed and conceived with the final result in mind, whether it be the presentation of the fragrance, a gift for a customer, merchandising or publicity campaigns. This guarantees both the conservation of the aroma in the ceramic and equally the necessary elegance and exclusivity of an object associated with a luxury fragrance.

With our *sachets*, boxes, ribbons and tassels we are able to personalise all types of products, taking maximum care with each detail of the process and the handling.





Some Examples

In any of their many different applications, Scented Ceramic pieces are currently present in launches of new perfumes or as exclusive gestures designed to increase customer loyalty within the high perfumery and “niche” perfume sector, and also as an element of practical use in all aspects of home fragrances.

A whole range of possibilities which Cerámica Arcola has had the pleasure to exhibit at such prestigious fairs as the ‘PCD Congress | Packaging of Perfume, Cosmetics & Design’.









Trade Show Exhibitions

Cerámicas Arcola is a regular exhibitor in some of the most prestigious and relevant haute parfumerie, cosmetics and luxury product supporting items' trade shows.

We never miss the opportunity to gather together with professionals from the world's best brands in events such as "PCD Congress | Packaging of Perfume, Cosmetics and Design", held in Paris, "Luxe Pack Monaco" or "Packaging Premiere Milan".





Some of our Customers

There is now a long list of high perfumery brands who have placed their trust in Cerámicas Arcola to create products of quality and reliability.

These are both national and international companies seeking a creative and elegant hand-crafted design, in accordance with their corporate image, combined with the guarantee of a long-lasting permanence of their fragrances in the ceramic pieces.





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