



DuPont™ Surlyn® & Rayform : Unique visual effect



Maison Surlyn® from DuPont presents a new Surlyn® prototype integrating state-of-the-art light redirection technology developed by RAYFORM™.

Thanks to high transparency and purity as well as perfect light transmission of DuPont™ Surlyn®, this technology could be brought to life.

This plate, injected molded with Surlyn® creates an amazing holographic effect without any printing.

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Maison Surlyn® from DuPont™ worked with RAYFORM™, a spin-off of the Swiss Federal Institute of Technology in Lausanne (EPFL), to create a new type of perfume packaging.

The integration of RAYFORM™ light shaping technology into the high-precision molding of Surlyn® products delivers a never-before-seen visual and emotional experience in the high-end perfume market. Light shining on a perfume cap or bottle can be redirected using the RAYFORM™ technology to create any target light image such as a brand logo or photograph. The invisible image molded into the shape of the closure or packaging comes to life in every detail outside the closure or bottle on a nearby surface, thus greatly enhancing the attractiveness and visibility of the product.

Thanks to the very high precision required for this technology to work, new applications for anti-counterfeiting also become possible.

Illuminating the packaging produces a high quality light image, for example the brand's logo, assuring the customer of the product's authenticity.

RAYFORM™ technology is based on advanced research in freeform optics and high-precision digital fabrication.

This patented technology modifies the shape of a transparent or reflective surface, i.e. one side of a perfume cap, so that incoming light is re-directed to form an amazingly clear image.

The light can come from any directed light source, a spotlight, a flashlight, or even the sun. The key to RAYFORM™ technology is a sophisticated computer algorithm that calculates the required 3D surface from the selected image and a few parameters such as the position of the light and the focal distance to the light image.

DuPont™ and RAYFORM™ were brought together by Inno-Fuel™.





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DuPont Cosmetic Solutions Cosmetics.dupont.com

DuPont Cosmetic Solutions brings DuPont's "Miracles of Science" to the world of beauty and personal care by expanding the possibilities of its comprehensive range of materials and technologies, and by fostering partnerships focused on technology and consumer insight. Its primary aim is to develop new and differentiated cosmetic solutions that meet brand owners' and designers' needs for innovation while enhancing the consumer experience and bring more fun, emotion and well-being.

RAYFORM™ www.rayform.ch

RAYFORM™ is an EPFL spin-off founded by Romain Testuz, Dr. Yuliy Schwartzburg and Professor Mark Pauly. Based on several years of award-winning scientific research, RAYFORM™ brings advanced light redirection technology to the luxury goods industry, offering an entirely new visual and emotional product experience.

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Inno-Fuel™ www.inno-fuel.com

Inno-Fuel™ is a small and growing network of experts/entrepreneurs interested in open innovation and technology with a hybrid business model capable of serving the needs of all the stakeholders in the innovation ecosystem.

