

# MIRRA

## GLASMEISTERWERKE



ADDICTED TO GLASS

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Visiblement différent



HEINZGLAS  
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### SMART CUSTOMIZATION

**maximum design freedom on a proven standard flacon**

Mirra is built on a premium standard flacon that can be transformed into a unique design through a customized finish mold. This smart approach allows brands to create a distinctive, tailor-made flacon while benefiting from the efficiency and reliability of a standard article.

By customizing only the finish mold and base, a wide range of new shapes, structures, and visual identities can be achieved — from subtle design refinements to bold, signature silhouettes. The key advantage: individualization with optimized investment. Development and tooling costs are limited to the finish mold and base, enabling premium differentiation with significantly reduced cost and time-to-market.

ONE STANDARD. COUNTLESS DESIGN POSSIBILITIES  
**FOR A MAXIMUM OF INDIVIDUALIZATION.**

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WHERE SMOKE BECOMES STRUCTURE, AND RITUAL BECOMES DESIGN.

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### A SENSORY EXPRESSION of Myrrh in Glass

Inspired by the mystical aura of myrrh, Mirra translates the essence of smoke, warmth, and ritual into a distinctive glass design. The iconic rising vapor of myrrh is reinterpreted through an individually **customized finish mold**, creating a surface structure that visually captures the movement of smoke — making the invisible visible.

A refined matte white spray finish enhances the smoky effect, giving the flacon an ethereal, soft-touch appearance. In contrast, the transparent sprayed base reflects the inner fire of myrrh, drawing warmth and depth into the heart of the design.

The organic **glass closure**, reminiscent of raw myrrh resin, completes the sensory experience with a natural, sculptural look that feels both premium and authentic. Technically, Mirra is based on a premium standard by HEINZ-GLAS with an individualized finish mold, offering flexibility and exclusivity. The screw finish enables refill solutions and full separability — supporting sustainable packaging concepts without compromising on luxury.

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