

Introduction Of Cornerstone Packaging



Conner Stone Packaging Shanghai

2025.10.15

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PART 01

Company Introduction

Company Introduction

Cornerstone Packaging Co., Ltd.

is a professional packaging manufacturer focused on providing one-stop packaging services for domestic and international brands.



The company is dedicated to the business of personal beauty and skincare product packaging design and manufacturing. It is committed to providing design and development, as well as manufacturing solutions for packaging materials such as lipstick tubes, lip gloss tubes, powder cases, and cream jars, including product shape design, structural design, R&D, injection molding, and subsequent professional surface treatment processes, such as screen printing, hot stamping, pad printing, heat transfer printing, laser engraving, electroplating, spraying, anodizing, and full assembly for shipment.

2025

Locations and Equipment



The manufacturing facilities are located in Yuyao City, Ningbo, and Suzhou City, China, just 1-2 hours by car from Shanghai, offering very convenient transportation. The company covers an area of 12,000 square meters and currently employs 250 people.

It has a team of experienced management and skilled technical personnel, equipped with multiple Nissei machines (in a temperature-controlled workshop specialized for inner lipstick cores) and many Haitian injection molding machines, all operated fully automatically with dual robotic arms. There are six assembly lines, four sets of fully automated printing equipment, multiple automatic assembly lines, and professional partners for electroplating, painting, and anodizing. The company boasts R&D, technical, and design teams with advanced concepts.

Factory Environment

The factory is entirely a dust-free workshop, equipped with high-precision mold-making and testing equipment (MARK-10 from the USA), striving to lead in every detail. Each process is strictly controlled to ensure customer satisfaction with every product. Professional service and quality assurance are our ongoing focus, and we aspire to maintain long-term cooperation.

Injection



Quality Check



Metallization & Spray



Warehouse



PART 02

Milestone

Milestone

Acquired by
Cornerstone USA for
further expanding its
overseas(USA) market.

2015

Set up office in HK
and EU, Start the
cosmetic plastic
packaging business.

2020

Expanding its overseas
operations and providing
integrated solutions for
comprehensive brand
packaging design and
manufacturing.

2025

2009

Shanghai Xinwen
Company was registered
and established, focusing
on packaging solutions
for American retail
brands.

2019

Relocated the
factory to Suzhou
City with 30000m²
manufacture.

2023

Set up Ningbo plant for
plastic packaging
manufacture. Provide
packaging solutions to
cosmetic brands

2025

Strategic Integration



2009

Company
Establishment

2015

Acquired by
Cornerstone
American
Started
business
in overseas
market

2019

Manufacture
sites shift
out of
Shanghai

2020

Set up HK
office to
start
overseas
plastic
business

2023

Plastic
Injection and
aluminum
factory in
Zhejiang
Province

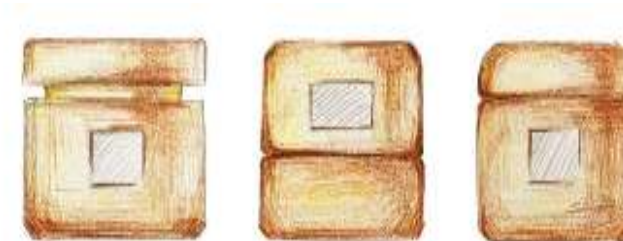
2025

Start to
explore
MENA
market

**PART
03**

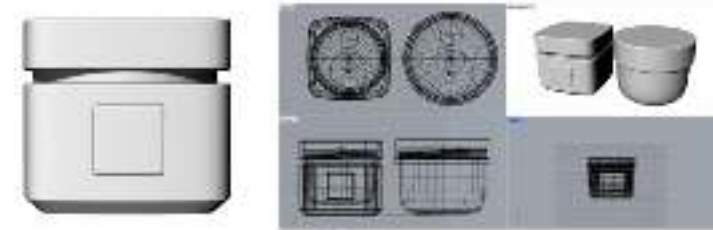
**Manufacture
Capability**

Design and RD



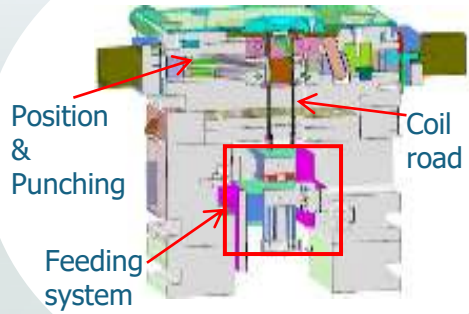
Four Process Of Design

1. Conception brain storm
2. Appearance Effect Sketch Design
3. Software Modeling and Structural Design
4. Display Sample By 3D Printing Technology



2025

Mold Development



Mold Design and Manufacturing



Mold Maintenance and Repair



Mold Storage and Update

Mass Production

Injection Molding Machines

- 45 machines
- 11 Ferromatik IMM's (5 Bi Injection, 2 Spin stack, 200t – 450t)
- 2 Toshiba IMM's (350t)
- 30 Haitian IMM (180t)

Decoration

- Silk printing & Hot stamping
- Metallization & Spray
- Automatic assembly

Assembly

- 4 Automatic assembly line

Certifications in planning

- QS
- ISO9001 / ISO13485
- BRC
- ISO(14001,45001) ---in Planning
- FDA/GMP---in Planning

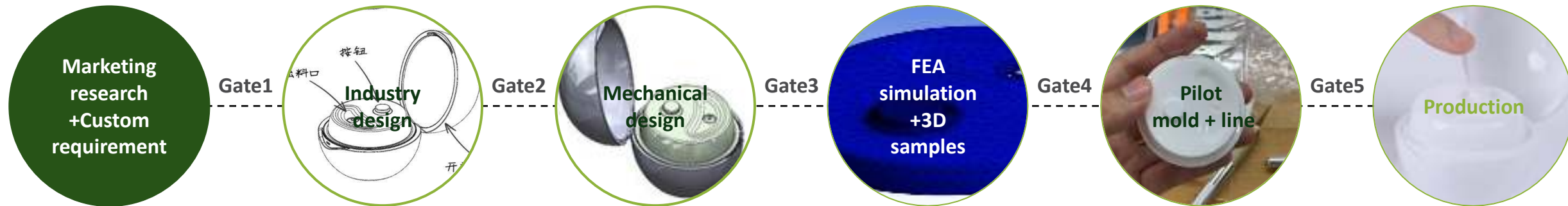


2025



Concept To Customer

~8 Month Launching



2 weeks

3 days

1 week

2 days

28 weeks

4 weeks

Airless concept

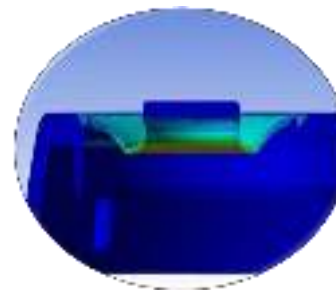
3D rendering

Air free utilization

Advanced evaluation

Mold development

Mass production



2025

Our Products



LIP GLOSS
& CONCEALER



MASCARA



EYELINER



MECHANICAL
PEN



GEL/BROW
PENCIL



LIPSTICK &
PAN STICK



COMPACT



CUSHION



STICK



JAR & CAP



PUMP & BOTTLE



DROPPER



口红管
Lipstick



唇釉&遮瑕
Lip-gloss/Concealer



粉盒
Compact



散粉盒
Loose Powder



香体膏
Deodorant



乳液泵
Lotion Pump



膏霜罐
Jar



滴管
Dropper



笔
Pen



盖子
Caps

Decoration Capabilities

PRINTING

- Silkscreen
- Pad printing
- Digital printing
- Glitter printing
- Velvet printing



LABEL & STAMPING

- Hot stamping(H/S)
- Heat transfer label(HTL)
- Labeling



SPRAY

- Glossy/Mat UV coating
- Glitter
- Pearly
- Leather crack
- 3D Water droplet
- NEON
- SOFT TOUCH



METALIZATION

- Shimmer
- Holographic
- PVD
- Gold sand
- Ice Glaze



METAL

- Anodization
- Laser engrave
- Rolling texture
- Vinyl recorder effect

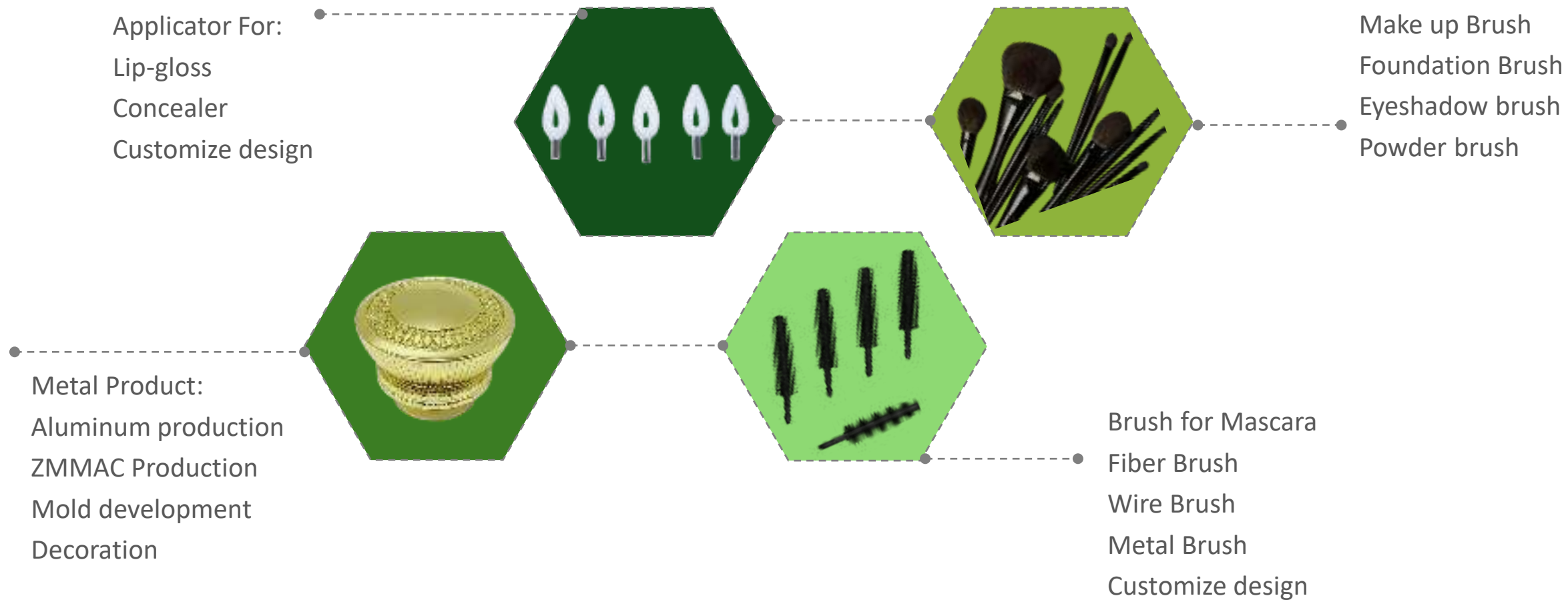


Others

- Sticker garniture
- Lenticular
- Etc.,



Accessories



PART 04

Customers

2025

Customers



Dior

MISTINE
蜜丝婷

MAC

UNISKIN



ESTÉE LAUDER

IT'S-7

L'ORÉAL



AIREE

SK-II

HONEY & BEAUTY

CANMAKE
TOKYO

DECORTÉ

PART 05

Successful Launch

2025

Make Up



2025

Skin Care



2025

Gift With Product Projects



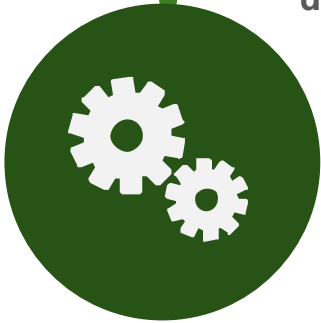
PART 06

Business Model

Business Model

Exist Stock Mold

- Customized logo and decoration on exist stock mold. Lead time for development in 30 days.

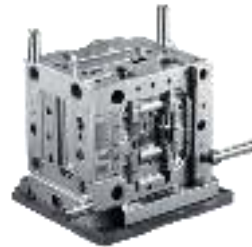


Partial Customize

- 1 or 2 customized mold like the cap or logo + exist stock mold for unique design and quick launch. Lead time for development in 4--6 months



- Some new idea/conception study. Quick mold to produce some prototype samples. Consumer testing. Lead time for the mold is 30 days.



Prototype Mold



- 100% customized design and new tooling for mass production. Lead time for development in 6-10 months

Customize Mold

PART 07

Sustainable

Corporate Values



Solar energy on workshop roof



PCR resin for molding



None spray resin & water base ink For decoration



RTO for VOC reduction



PCR aluminum for molding



Nickel free & without NH3-N anodization Water saving & recycling



RTO: Regenerative Thermal Oxidizer. The principle is to heat the organic waste gas to above 760°C, causing the VOCs in the waste gas to oxidize and decompose into CO2 and H2O. The high-temperature gases generated by oxidation pass through a specially designed ceramic heat storage unit, causing the ceramic to heat up and 'store heat.' This stored heat is then used to preheat the incoming organic waste gas, thereby saving fuel consumption for raising the temperature of the waste gas. The decomposition efficiency of RTO technology is 95%-99%.

**COMPACTS, PALETTES &****KITS:**

PCR-PET base, insert & cover
PCR-PET hinges where applicable

**LIP STICK & STICKS:**

PCR-PP cap,
PBT cup (to replace POM)

**MASCARA:**

PCR-PP cap
PCR-PP & R-PET bottle
Recycled AL outer bottle/cap
PBT rod (to replace POM)

**POTS & JARS:**

PCR-PP sifter,
PCR-PET pot (transparent),
PCR-PP inner jar,
PCR-PET/R-PETG outer jar

**CLICK PEN:**

PCR-PP cap/barrel/sleeve
Button PCR-PP

**PEN:**

PCR-PETG cap/barrel/base
PCR-PCTA CAP & SLEEVE,
CUP & PLUG

**LIP GLOSS:**

PCR-PP cap
PCR-PET bottle
PBT rod (to replace POM)

**DISPENSING:**

PCR SOLUTION for FASHION PARTS

2025

PCR Products In Market



CLINIQUE take the day off



Bare Mineral LOOSE POWDER



PMG EYESHADOW PALETTE



ZHIBEN CLEANSING BALM



BENEFIT EYEBROW PENCIL TRADE SIZE & PROMO SIZE



DIOR CONCEALOR



MAYBELLINE SKYHIGH MASCARA



ESTEE LAUDER HOLIDAY BB20 - STOCK

2025

Paper Products

Paper Rigid Gift Packaging



Paper pallet for make up



Market popular products



2025

Innovation Material - Ceramic



2025

Innovation Material - Crystal

Crystal will apply on make up packaging:
Coming in Q2 of 2026



**More To Come
Thank You**



Conner Stone Packaging Shanghai