

Fibre inserts, built to your product.

Eight insert formats for beauty, skincare and fragrance —
moulded from sugarcane and bamboo, 100% plastic-free,
and cut to fit exactly what you are packing.



Wet-press moulded fibre.

You have held it before.

Plant pulp — sugarcane bagasse or bamboo — pressed between heated metal tools until it holds a rigid, exact shape. It is the tray inside a premium phone box: dense, matte, quiet in the hand. No plastic, no lamination, no coating. One material, all the way through.

0%	±0.5mm	0.8–1.5	100%
PLASTIC CONTENT	CAVITY TOLERANCE	WALL THICKNESS, MM	CELLULOSE FIBRE

TWO FINISHES — SPECIFY ONE PER PART



SHOWN: THE BACK FACE

Double-side smooth

Both faces matte and smooth. Specify it when the customer sees the underside — clamshells, lids, gift sets, PR kits. Thicker wall, higher tooling and unit cost.



SHOWN: THE BACK FACE

Single-side smooth

Show face matte and smooth, hidden face finely textured. Specify it when the insert sits inside a box — most inserts. Thinner, cheaper, faster.

Every format in this catalogue is made to your dimensions. The shapes on the following pages are the cavity types we are asked for most — not stock trays. Colour: natural, white, black or dyed to a target shade. Logos and text can be embossed into the tool with no ink and no per-unit cost.



CF-01

Jar & pot cradles

A deep single or paired well that holds a rigid jar upright and lifts out clean. Wall is thickened under the base to carry glass weight.

USED FOR

- Night creams, moisturisers and body butters
- Clay, sleeping and overnight masks
- Balms and salves in tins
- Candle vessels and home-fragrance jars
- Festive jar duos and combo SKUs

WELL DIA 40–95 MM · DEPTH 20–60 MM · 1–2 WELLS
UNDERCUT LIFT LIP · GLASS-WEIGHT BASE



CF-02

Dropper & serum nests

Slim bottles cradled at the neck so the pipette never takes the shock. Slots can be angled forward for shelf display.

USED FOR

- Serum and face-oil launches
- Two- and three-step routine sets
- Essence and toner bottles
- Subscription refills and monthly boxes
- Dermat and clinical skincare ranges

BOTTLE DIA 20–40 MM · HEIGHT 60–120 MM · 1–4 BOTTLES
NECK CRADLE · OPTIONAL ANGLED PRESENTATION



CF-03

Lipstick, compact & pencil trays

Multi-cavity trays at tight pitch, sized so small items sit without rattle. A shallow finger-well can be added to lift each piece out.

USED FOR

- Lip kits and shade-range launches
- Compacts, palettes and highlighters
- Liners, pencils and brushes
- Festive makeup sets and hampers
- Retail counter and tester trays

CAVITY WIDTH 12–25 MM · 3–8 CAVITIES · MIXED DEPTHS
FINGER-LIFT WELLS · EMBOSSED SHADE NUMBERS



CF-04

Perfume & fragrance cradles

Built for heavy glass. We design shoulder contact rather than base-only support, with a separate recess for the cap.

USED FOR

- EDP and EDT launches
- Attar and oud collections
- Travel and discovery sets
- Corporate and wedding gifting
- Tester and counter units

BOTTLE WIDTH 30–80 MM · SHOULDER SUPPORT · CAP RECESS
DROP-TESTED GEOMETRY · DEEPER WALL SECTION



CF-05

Set & PR kit trays

Several products in one moulded landscape, with space for a card or sachet. This is the format that gets filmed — usually the one worth specifying double-side smooth.

USED FOR

- Influencer and PR seeding boxes
- Festive, Diwali and wedding gifting
- New-launch press kits
- Marketplace combo and bundle SKUs
- Bridal and hamper ranges

UP TO ~300 × 200 MM · MIXED CAVITY TYPES
CARD / SACHET RECESS · EMBOSSED LOGO IN-TOOL



CF-06

Clamshells & lidded fibre boxes

The insert becomes the pack. A hinged or two-piece fibre box with an interlocking lip — which removes a printed carton from the bill of materials.

USED FOR

- Sampling and travel kits
- Soap, bar and solid-format products
- Subscription and monthly boxes
- Single-SKU retail packs
- Refill and repurchase packs

HINGED OR TWO-PIECE · INTERLOCKING LIP
OFTEN CHEAPER THAN TRAY + PRINTED BOX



CF-07

E-commerce shipper trays

Designed to your shipper's internal dimensions so the product is locked in transit and still presents when the box opens. Cuts void fill and damage claims.

USED FOR

- D2C shipments and own-website orders
- Marketplace fulfilment and FBA-style packing
- Fragile glass SKUs
- Returns-heavy categories
- Multi-unit and bulk packs

2-6 CAVITIES · STACKABLE · FITS STANDARD CORRUGATE
REPLACES FOAM, AIR PILLOWS AND SHREDDED FILL



CF-08

Vial, ampoule & sachet trays

Small-format cavities in a row, with day numbers or dosing marks embossed into the tool at no per-unit cost.

USED FOR

- Sampling programmes and trial kits
- 7, 14 and 28-day treatment courses
- Ampoules, boosters and single-dose shots
- Salon and professional packs
- Sachets and travel minis

CAVITY 8-20 MM · 5-30 PER TRAY
EMBOSSED DAY / DOSE MARKERS · FREE-STANDING OR IN-BOX

Start from the scenario. We will name the format.

If you know how the box will be opened, the right insert and finish follow from it.

SCENARIO	FORMAT	FINISH	WHY
PR & influencer seeding	CF-05 Set tray	Double-side	It gets lifted, turned over and filmed. Every face is on camera.
Festive & wedding gifting	CF-05 · CF-06	Double-side	Perceived value carries the price. Emboss the logo into the tool.
Fragrance launch	CF-04 Cradle	Double-side	Heavy glass needs shoulder support; the reveal is the moment.
D2C shipping	CF-07 Shipper tray	Single-side	Back face never seen. Built to your corrugated box size.
Retail shelf & counter	CF-03 · CF-01	Single-side	Dyed to your shade; the tray is seen but never inverted.
Sampling & travel kits	CF-08 · CF-06	Single-side	High volume, low unit cost; day markers embossed free.
Subscription boxes	CF-05 · CF-07	Single-side	Repeat monthly runs amortise tooling quickly.
Skincare routine sets	CF-02 Nest	Either	Bottles held at the neck; add a card recess for the regimen.

Where fibre is the wrong answer. It is a structural and presentation material, not a barrier. Not for direct contact with liquids or wet product, and not a replacement for your primary container. We will say so before tooling, not after.

Send the product. Get a drawing, then a sample.

01

The product

The unit itself, or dimensions and a 3D file. If it is a set, all of it.

02

Quantity

Per run and per year, as best you know it today.

03

The outer box

Internal dimensions if they are fixed — or let the insert lead the box.

04

Your date

Launch or shipment. It decides how we tool.

Talk to us

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celiform.com

UDAIPUR, RAJASTHAN, INDIA

What you get

- Cavity designed to your product
- Pre-dispatch inspection on every batch
- Pure cellulose — PFAS-free, home compostable
- FSC-certified material available
- Flexible order volumes

DRAWING IN 3–5 WORKING DAYS

PHYSICAL SAMPLE IN 10–20 DAYS

TOOL BELONGS TO YOU



CELIFORM

PRECISION FIBRE PACKAGING