

MidSolid Press and Pour Announces Major Service Expansion for Private-Label Solid Hair Care Line to Meet Surging Sustainability Demands

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DENVER, Colorado ? July 6, 2025 ? MidSolid Press and Pour, a premier manufacturer of solid shampoo and conditioner bars, today announced a significant expansion of its private-label services to new domestic and international locations. This strategic move is designed to meet the rapidly growing global demand from brands seeking to enter the sustainable beauty market. The company, with its operational base in Colorado, now offers its full-service manufacturing capabilities to a broader network of clients, enabling more businesses to develop and launch their custom lines of eco-conscious hair care products.

The expansion directly addresses the exponential rise in consumer interest for waterless, plastic-free personal care items. Recent market analysis indicates the global solid cosmetics market is on a steady growth trajectory, with projections showing it could exceed USD 600 million by 2033, growing at a compound annual growth rate of over 5.5%. This growth is primarily driven by an increasingly environmentally conscious consumer base that actively seeks to minimise its plastic footprint. Traditional liquid shampoo and conditioner bottles are a significant contributor to plastic waste, with millions of them ending up in landfills and oceans each year. Solid bars, which require minimal to no plastic packaging, present a robust and marketable

alternative.

MidSolid Press and Pour positions itself as a critical partner for brands aiming to align with this consumer shift. The company specialises in creating high-quality, private-label solid shampoo and conditioner bars, providing an accessible pathway for both emerging entrepreneurs and established cosmetic lines to innovate and differentiate themselves. By offering a minimum order quantity of 5,000 bars, the company makes large-scale production feasible for a diverse range of business sizes, removing the significant barriers to entry associated with in-house research, development, and manufacturing.

The core of the company?s service is its extensive customisation. Clients can collaborate with MidSolid Press and Pour?s development team to formulate unique products tailored to specific hair types and consumer needs. Customisation options include a wide array of natural and effective ingredients, such as moisturising shea and cocoa butters, nourishing argan and jojoba oils, and targeted botanical extracts like chamomile, green tea, and rosemary. Scent profiles can be developed using high-quality essential oils and phthalate-free fragrances. Furthermore, the company offers a variety of sustainable packaging solutions, including custom-printed recycled cardboard boxes and reusable metal tins, allowing brands to maintain a consistent eco-friendly message from product to packaging.

?The shift towards conscious consumerism is undeniable, and it is reshaping the beauty industry from the inside out,? said Alex Chen, Founder and Chief Executive Officer of MidSolid Press and Pour. ?We've seen a tremendous increase in inquiries from brands, both large and small, who want to offer their customers sustainable alternatives without compromising on quality or performance. This expansion is a direct response to that demand. Our goal is to be the premier manufacturing partner for any brand looking to enter the solid hair care space, and making our services more accessible globally is a critical step in fulfilling that mission. It's about empowering other businesses to be part of the solution to plastic waste and to meet their customers where they are?with products that are not only effective but also responsible.?

The service expansion has involved a significant investment in logistics and supply chain infrastructure. This enhancement will streamline the production and delivery process for clients in newly serviced regions, reducing lead times and shipping costs. By establishing a more robust global network, MidSolid Press and Pour enable brands to bring their products to market more efficiently and competitively, regardless of their geographical location. This move is anticipated to foster innovation and diversity within the solid cosmetics sector, as more local and niche brands gain the ability to produce on a larger scale.

The manufacturing process at MidSolid Press and Pour is built on a foundation of quality and sustainability. The company adheres to stringent quality control protocols at every stage of production, from the ethical

sourcing of raw materials to the final pressing and packaging of the bars. The concentrated, water-free nature of the products not only benefits the end-user with a longer-lasting product but also contributes to a lower carbon footprint during transportation compared to their liquid counterparts, which are often water-heavy. This focus on creating a high-performance, environmentally considerate product is central to the company?s operational philosophy and its value proposition to client brands.

As the beauty landscape continues to evolve, the demand for transparency, efficacy, and sustainability will only intensify. MidSolid Press and Pour?s expansion of its private-label services is a forward-looking move that not only supports the growth of its operations but also champions the broader transition toward a more sustainable and responsible beauty industry. The company is now actively engaging with potential partners in its expanded service areas.

Based in Colorado, MidSolid Press and Pour is a leading B2B manufacturer specialising in high-quality, private-label solid shampoo and solid conditioner bars. With a focus on sustainability, customisation, and quality, the company partners with brands worldwide to develop unique and effective waterless hair care solutions. By offering comprehensive manufacturing services and a low barrier to entry, MidSolid Press and Pour empower businesses to meet the growing consumer demand for eco-friendly personal care products.
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MidSolid Press & Pour

We LOVE making custom soap, and it's what we do best! About Custom Soap Colorado. Our goal is to make your unique bar of soap and help you tell your story. To us, soap-making is an art, a science, and a business.

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