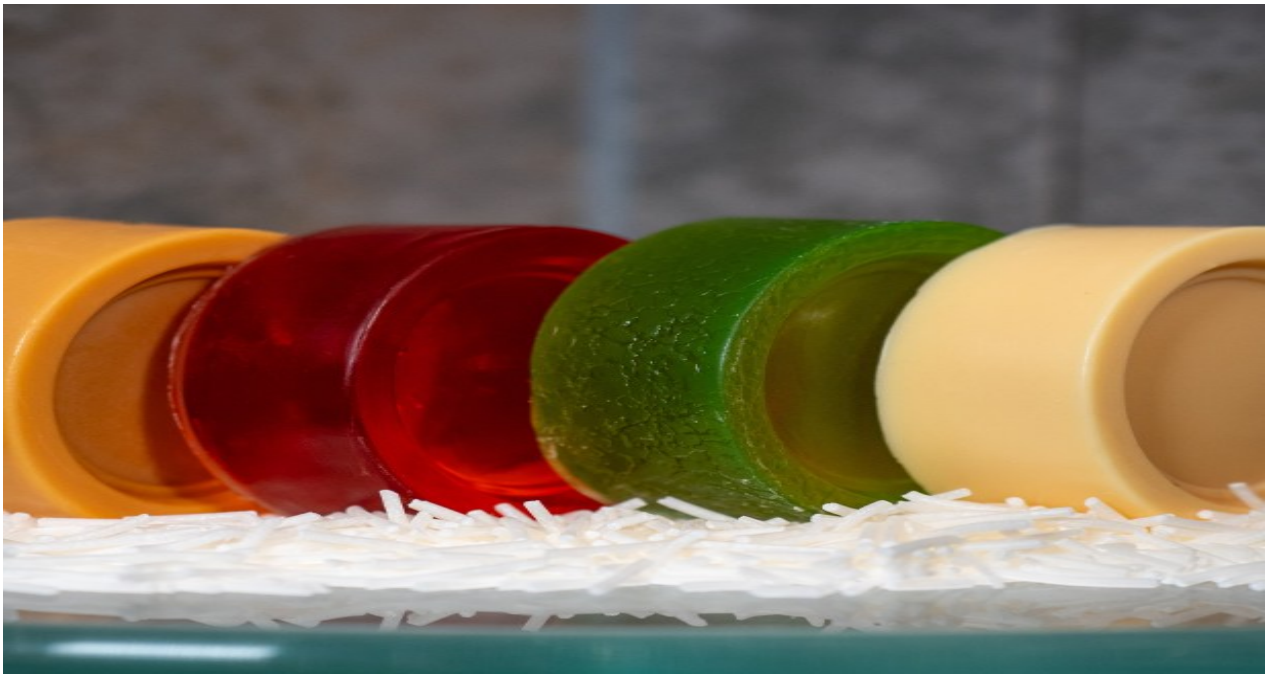


MidSolid Scales Production and Launches New Scent Collection as Solid Haircare Demand Surges

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HIGHLANDS RANCH, CO - February 24, 2026 -
MidSolid Press and Pour, a Colorado-based contract manufacturer specializing in solid shampoo and conditioner bar products, announces an expansion of its production operations and the launch of a new scent collection. The company, which has operated from Douglas County since 2006, stated that both developments address surging demand across the solid hair care sector.

The company announced the installation of new manufacturing machinery and upgrades, raising weekly production capacity to more than 35,000 units. The enhanced manufacturing process allows the facility to fulfill large-volume orders within compressed timelines, a benchmark described as essential for meeting the needs of businesses entering the concentrated personal care category. The scale of this investment reflects what industry analysts have characterized as a sustained shift in consumer purchasing patterns toward plastic-free alternatives.

The fragrance collection represents an expansion of MidSolid's service portfolio, built over nearly two

decades of custom formulation work. The range of proprietary profiles allows clients to differentiate their personal care lines in an increasingly competitive marketplace. The collection is intended to complement the existing custom formulations offering, through which brand owners may either submit proprietary recipes or collaborate with the development team to create original products.

"The solid hair category has evolved rapidly over the past several years," said Creighton, founder at MidSolid Press and Pour. "The businesses approaching the company today represent a much broader cross-section of the hair care industry than even two years ago. The company now partners with established brands, hotel groups, and corporate wellness programs, all of which require production reliability at commercial volumes. These expanded capabilities give partners the flexibility and consistency they need to bring competitive products to market."

The manufacturer, formerly known as Custom Soap Colorado and Rocky Mountain Body Works & Co., evolved from a small artisan operation at Colorado farmers' markets into a dedicated contract manufacturing facility. The company announced a rebrand to reflect better its focus on solid cosmetics and bar manufacturing for businesses rather than individual consumers. Today, the facility provides private label services encompassing development, packaging, and fulfillment for a growing roster of brand partners.

The concentrated personal care segment has attracted considerable attention from environmental groups and trade organizations in recent years. Solid shampoo products eliminate plastic bottles, reduce water content by approximately ninety percent compared to liquid equivalents, and offer meaningful advantages in shipping efficiency due to their lighter weight and compact dimensions. These attributes have positioned these concentrated alternatives as one of the fastest-growing categories in personal care, generating sustained interest among manufacturing partners capable of delivering consistent results at volume.

The expanded services are structured to reduce barriers to market entry for businesses exploring this growing category. The company offers consulting to prospective clients evaluating formulation options and determining appropriate production volumes. For businesses without existing recipes, the company provides comprehensive custom development, including access to conditioning agents and active ingredients. These service enhancements are designed to support brand partners at every stage of the product development and commercialization cycle.

Quality assurance has become an increasingly important differentiator as larger brands and institutional buyers enter the concentrated personal care market. The company maintains batch-level testing procedures and documentation standards that support regulatory compliance and provide clients with the records necessary for their own quality programs. The investment in both manufacturing infrastructure and private-label capabilities positions the facility to meet the procurement standards major retail and hospitality organizations require of their contract partners.

The new fragrance profiles add a creative dimension to what has historically been a technically oriented operation. The options were developed to appeal across market segments, from botanical blends featuring essential oils to clean, modern compositions suited to professional and hospitality applications. Brand partners may select from the curated range or use the profiles as a starting point for further refinement, providing businesses with flexibility while reducing the time and cost typically associated with original fragrance development from initial concept through final approval.

Industry projections suggest that the global market for concentrated, plastic-free personal care products will continue to grow at double digits through the end of the decade, driven by consumer preference and regulatory pressure to reduce single-use packaging. The company's expansion positions it to capture a meaningful share of the contract production volume generated by this growth, particularly among mid-market brands entering the category for the first time.

MidSolid Press and Pour operates from its facility in Douglas County, Colorado, and serves clients throughout North America. Businesses interested in exploring contract manufacturing services may contact the company directly to discuss project requirements and timelines.

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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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