

Press Release

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## **Technotraf gets 'into the Groove' with its new decoration technique**

Making a cap from a piece of wood is a straightforward job, but sculpting it into something exceptional requires a different kind of skill. Technotraf applies its expertise beyond the technical, foraying into the realms of creative imagination.

Inspired by the geometric patterns of both modern art and ancient eastern architecture, the wood manufacturer has achieved a way to recreate these designs on wood. Using a number of technologies including fine milling and micro perforation, Technotraf has developed a new kind of decoration called Groove. Groove engraves a fully customisable geometric design deep into the top surface, transforming a simple wooden component into a work of art.

The surprising designs obtained using this technique can be enhanced by silk screening, laser etching and hot stamping for infinite creative potential. Groove can be applied to caps, compacts, bottles or indeed any wooden component used in beauty packaging.

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### **About Quadpack Industries SA**

*Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit [www.quadpack.com](http://www.quadpack.com).*

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