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Quadpack strengthens bespoke service with new appointment

Steve Haley has joined Quadpack Group as Group Sales Director. The appointment is a key step in Quadpack's plans to reinforce the group's bespoke strategy. Steve's strong technical background in mould-making places him in an ideal position to help keep the bespoke service tightly tuned to the needs of global beauty brands.

Quadpack Group CEO Tim Eaves said:
"Steve has that rare combination of technical background, commercial expertise and strategic thinking. His input will be invaluable in helping us to expand our bespoke packaging service in the luxury beauty sector."
Steve's experience in manufacturing, supply chain and sales enables him to support all business functions within Quadpack. His primary focus is on supporting the front-line sales teams with technical, project and commercial guidance to maximise business development opportunities.

Steve started his career as a tool-maker for the cosmetics sector, manufacturing injection mould tools for brands such as Avon, Max Factor, P&G and Revlon. He then progressed to design and technical project management, managing bespoke tooling programmes and NPD introductions for global brands.

More recently, Steve has taken on senior commercial roles in the packaging industry for companies such as ARRK PDG, Manuplastics and RPC Bramlage, prior to joining Quadpack Group.

Steve commented on his appointment:
"Tim Eaves has a clear vision for developing Quadpack as a global manufacturer and supplier of beauty packaging to all the major global brands. I am proud to be part of the team that helps realise that vision."

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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.



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