

Press Release

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## Welcome to the Barcelona Beauty Cluster

Catalonia's Cosmetic Valley forges ahead with the creation of a new industry association. Quadpack is among the founding members of the Barcelona Beauty Cluster. This initiative kick-started by the Catalanian government brings together local companies active in the beauty sector. Its mission: to exchange knowledge, encourage partnership and promote business within Spain and beyond.

Gloria Prats from Acció, the government agency for business competitiveness, explains the rationale behind the creation of the association. "Spain ranks fifth among the EU27 producers in the beauty industry, with a market valued at over €7 million. Catalonia yields over half of that, with its high concentration of businesses in the sector. So this is a very active part of the world and we saw an opportunity to set up a cluster, to work together for mutual benefit."

The Barcelona Beauty Cluster currently includes 15 companies in formulation, filling, brand, packaging and retail.

Quadpack CEO Tim Eaves comments: "We are very happy to join forces with our partner companies. There is so much energy and enthusiasm here and our number is sure to grow. Through grouping companies in the same value chain, we will be able to exploit synergies and learn from each other. And, of course, this initiative ties in perfectly with our efforts to help boost the local economy and revive Catalonia's Cosmetic Valley."

Quadpack is also a long-standing member of Cosmetic Valley of Chartres, France.

Visit the web site of the Barcelona Beauty Cluster (site only available in Catalanian at this time).

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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).*



# **Beauty Cluster**

## **BARCELONA**

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