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A vibrant look for Cristian Lay's Timeless

It's called Timeless but its look is bang up to date. Cristian Lay's new fragrance comes in a 100ml glass bottle, with a dazzling sleever that really catches the eye. The Spanish cosmetic company entrusted the packaging to Quadpack, which includes a black aluminium spray pump and a double-wall cap.
"When we showed our design to Quadpack, they recommended using a sleever, to ensure the vivid colours were faithfully reproduced," said Sonia Calzado, head of perfumery at Cristian Lay's cosmetic division. "We saw the truth of it when they delivered the finished product. The vibrancy of the colours leaps out at you. Quadpack has been developing packaging for us for three years now and we know we can rely on their expertise."
The design was gravure printed on a PET material which was then heat shrunk onto the bottle, perfectly following its contours.

In addition, the cap has a PP inner and an ABS outer, and is weighted for a more luxurious feel.

Timeless was launched in time for Christmas 2013 in two variants: blue for men and pink for women. It is sold in Europe, South America and North Africa through Cristian Lay's catalogue and online store. A repeat order is already underway.

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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

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

market customers. For more information, please visit www.quadpack.com.



Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com