Press Release For immediate release - 18/04/2013

Original Link: *https://www.quadpack.com/assets/11033788/quadpack-acquires-wooden-component-manufacturer-technotraf/*

Quadpack acquires wooden component manufacturer Technotraf

Quadpack announces that it has acquired Technotraf, pioneering manufacturer of wooden components for beauty packaging. In a strategic move that gives the company its first manufacturing capability, Quadpack will direct Technotraf's efforts towards expanding the market category.

"Wooden packaging components are starting to become popular among beauty brands, but we've only just scratched the surface. This category is set to explode," said Quadpack CEO Tim Eaves. "Technotraf is single-handedly responsible for introducing the concept of wood in beauty packaging back in 2001. It knows more about the subject than any other manufacturer. With Quadpack's support, there will be nothing to stop it from conquering the global cosmetics packaging market."

A Technotraf spokesperson commented: "Quadpack gives us the corporate and financial backing to take our business to the next level. There is no doubt that wood is 'hot' in beauty packaging right now, but we see it as more than a trend. The aesthetic, sensory and technical attributes of wood makes it a long-term candidate alongside other materials such as plastic, glass and aluminium. All it needs is a creative force to develop it and a active campaign to promote it. And with Quadpack behind us, that's exactly what we plan to do."

Established in 1983, Technotraf is located in Torelló, in a region of Catalonia known as Spain's "cosmetic valley". The company sources all its raw material from PEFC-certified sustainable forests and processes it at its 10,000m2 production facilities. Fully equipped with woodturning and computer-numerical controlled (CNC) milling machines, it manufactures bespoke fragrance caps, jar caps, bottle caps, boxes and powder compacts that complement make-up, perfumery and cosmetics packaging.

Quadpack will promote the Technotraf brand worldwide and incorporate its offering in its product portfolio.

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QUADPACK

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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