

Press Release

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Stellar packaging for zodiac-based fragrance

Cristian Lay's new fragrance has a unique focus. As the name suggests, the Zodiaco range of eau de perfums is designed according to the signs of the zodiac. Consumers can choose one of four colourful varieties to match their star sign – a concept that's fun and cleverly personalises the product.

Zodiaco Agua is for the water signs Cancer, Scorpio and Pisces; Zodiaco Aire for the air signs Gemini, Libra and Aquarius; Zodiaco Tierra for earth signs Taurus, Virgo and Capricorn; and Zodiaco Fuego for the fire signs Aries, Leo and Sagittarius.

The 100ml glass bottles developed by Quadpack feature a spray pump with shiny silver collar and an aluminium-sheathed cap. Each bottle has a stunning colour-to-transparent vignette, semi-opaque in turquoise, aqua, amber and burnt orange. The product name and icon and Cristian Lay logo are screen printed in two colours.

Sold worldwide through Cristian Lay's catalogue and online store, the range was launched late summer 2012 to complement a jewellery range. To date it has been extremely successful, particularly in Europe and North Africa, with a repeat order 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 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

QUADPACK



Contact Details

Mariam Khan

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com