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Quadpack targets mass market skin care with Premi Pure range

Supermarkets, perfumery chains and high street retailers looking to launch their own skin care brand now have a competitive option in Premi's Pure range. Exclusively available from Quadpack, the Pure range is Quadpack's first offering specifically targeted at mass market skin care.

"We have made a strategic decision to move beyond our traditional prestige and masstige targets. The Premi portfolio gives us the ideal product to make a serious push into the mass market. The Pure range is elegant, economical and easily customisable," says Quadpack CEO Tim Eaves.

The Pure range comprises a series of glass bottles and jars, all boasting the same slim, elegant lines for a flush fitted look:

- 50 and 30ml glass bottles
- 75ml PET bottle
- 150 and 200ml glass-effect PETG bottles
- 200 and 250ml PET bottles
- 50ml single wall glass jar
- 50ml dual wall glass jar (PP inner)
- 200ml glass jar

Together, they offer all containers necessary to create a complete skin care collection at a high street price point. The packaging materials used offer excellent product compatibility, while multiple decoration options ensure that the right look can be achieved. For mass market house brands, Premi Pure ticks all the right boxes.

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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

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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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