

Original Link: <https://www.quadpack.com/assets/11034218/quadpack-joins-forces-with-premi/>

## **Quadpack joins forces with Premi**

Quadpack has entered a strategic partnership with Italian company Premi. Premi specialises in customised glass and plastic primary packaging for the beauty industry. Under the terms of the agreement, Quadpack will support Premi's European expansion plans, while Premi will help extend Quadpack's stronghold in Italy.

Quadpack CEO Tim Eaves explains the logic behind the partnership: "Our global network offers Premi an established infrastructure into Europe. In turn, Premi will help us break into the fragrance market, while bringing some exciting new additions to our skin care product portfolio."

Premi's bespoke service and innovative technology and design have placed the company in a leadership position in the Italian cosmetics packaging market. With an in-house logistics department, over 200 proprietary moulds and a number of exclusive distribution agreements in place, Premi is poised for growth beyond its domestic market.

Premi president Alesandro Prestini stresses the synergy between the two companies: "Premi and Quadpack have matching values. We operate on a basis of total transparency with our partners, as well as our customers, seeking to build relationships that last. This is an excellent foundation upon which to expand our operations. Together, we can go further, quicker. And, as we say in Italy, 'L'unione fa la forza', or 'United we're strong'."

Premi and Quadpack will continue to service their existing client bases as before. However, clients will now have access to the expertise and complete product ranges of both companies.

The two companies project a combined turnover in Italy of €20m in 2012.

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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).*



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