

Press Release

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Premium droppers dressed in wood and metal

The popularity of droppers has led to a host of launches using this type of pack. Available in various formats, they offer an ideal delivery system for high-value serums, lotions, oils and even liquid make-up. At the luxury end of the market, however, there is little that is new in terms of aesthetics. Quadpack Group now meets that need with two proposals for premium brands.

The latest additions to the Q-Line family, Quadpack's Metal & Wood Sleeved Droppers, are a stunning solution for high-end products. Brands looking to combine real differentiation with prestige aesthetics will find both perfectly married in these exquisite dropper packs.

Unlike current products using these luxury materials, the new range uses them, not to cover the cap or collar, but rather the 30ml bottle. The sleeve, made of polished aluminium or sustainably sourced wood, covers the body with a viewing window to show the bulk inside.

Not only a visual delight, the close contact of the material in the hand maximizes the tactile sensation of the materials' unique texture – smooth and cool or natural and organic.

The wooden version has a choice of teat or push button dropper and is available in multiple wood types and finishes from the Technotraf factory at Quadpack's Manufacturing Division. This can be decorated, either stained, etched, screen-printed or engraved to achieve the desired look. The metal version has a push button dropper and can be anodized in any colour and a host of decoration techniques applied. Both offer a versatile canvas for creative design, to achieve a pack that is original and 100% premium.

The droppers will be launched at Luxepack Monaco.

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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.



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