

Press Release

For immediate release - 26/01/2017

Original Link: <https://www.quadpack.com/assets/11517932/la-fondation-quadpack-soutient-la-campagne-de-collecte-maratÃ³-tv3/>

Quadpack Foundation supports MaratÃ³ TV3 charity drive

Quadpack Foundation has lent the expertise of Technotraf Wood Packaging to the MaratÃ³ TV3 charity drive. The Catalan channel hosted its annual awareness-raising broadcast, this year focusing on strokes and spinal and brain cord injuries, on 18 December 2016. A full day's worth of programming was dedicated to explaining the conditions, in order to raise funds for research.

To demonstrate how a stroke affects the brain, a 1.8m² wooden head was mounted in the studio. Experts showed its development in the brain's blood vessels represented by LED lights fitted in grooves carved into the 'head'.

The head was manufactured at the Technotraf factory at Quadpack's Manufacturing Division in TorellÃ³, Spain, using the expertise of its team of wood craftsmen.

"When the producers of the event approached us about this project, we were only too happy to help. Strokes affect 13,000 people a year in Catalonia alone," said Quadpack Foundation vice-president David Altimiras. "The funds raised will go towards much-needed research in helping to prevent and treat this serious condition."

The MaratÃ³ TV3 raised an impressive €8,490,607 on the day, with more donations still coming in. For more information, please visit www.ccma.cat/tv3/marato.

Quadpack Foundation is the charitable arm of Quadpack Industries.

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About Quadpack Industries SA

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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

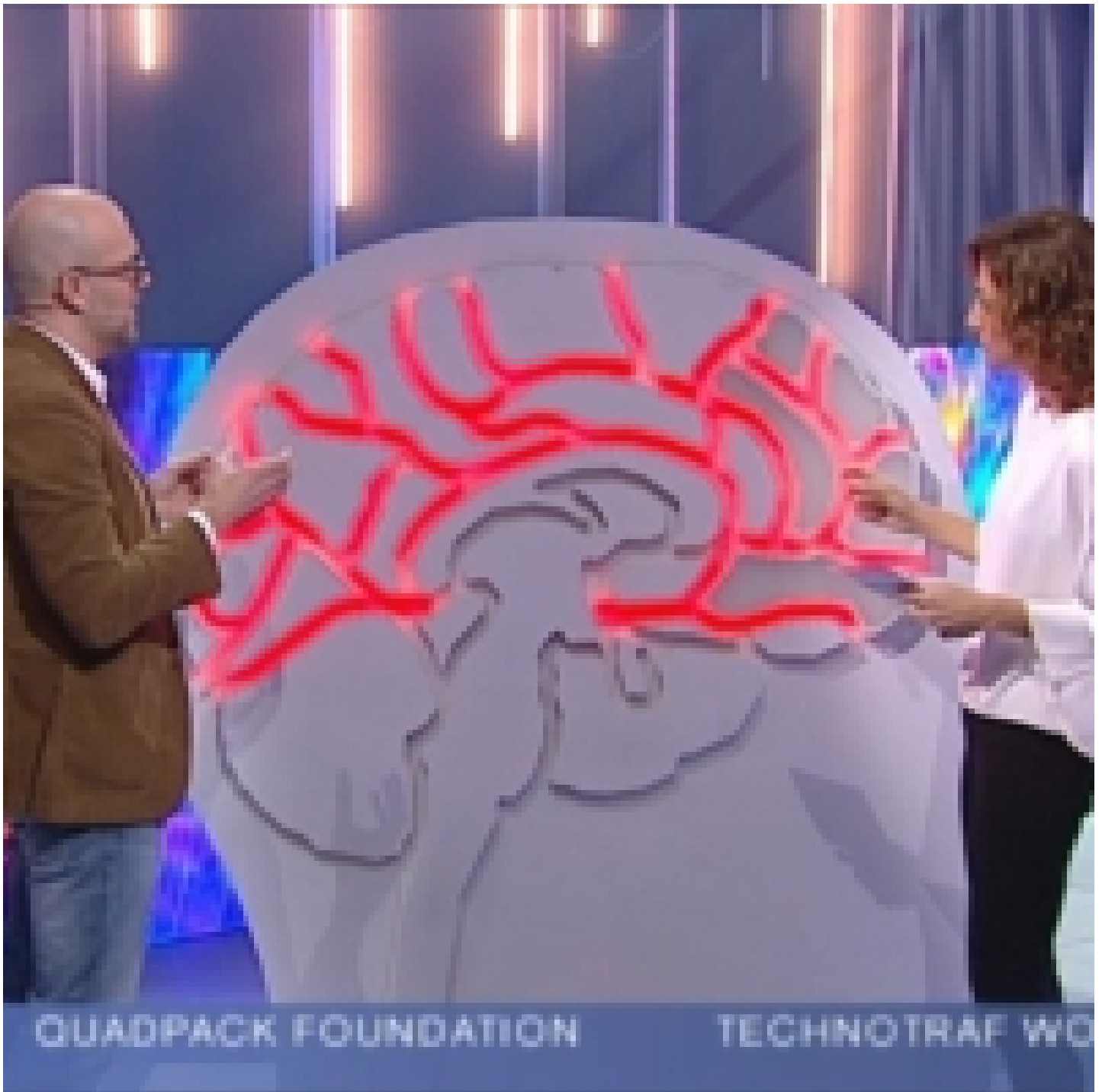
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