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Technotraf on tour: wooden packaging training for design agencies

Wood is a relatively recent entry into the packaging materials market for beauty products. As pioneer of the category, Technotraf continues its mission to educate and inform on the subject. The latest initiative in this ongoing drive is a training tour specifically targeting design agencies. The first leg of the tour took place in summer in the UK, with sessions held at leading London agencies.
"Technotraf hosted a 'show and tell' session with the design team, showing some fabulous examples. It was great to inspire the team with the wide range of packaging innovation in wood and plastic, packaging formats and functionality. It's really important as a design agency to keep the design team inspired and to stimulate their thoughts about what they could dream of and create," said Judith Allan, Head Of Creative Operations, Jones Knowles Ritchie.

Jaume Ordeig, Commercial Director of Technotraf Wood Packaging commented: "Wood is a unique material and our training sessions demonstrate how its properties can be leveraged to create meaningful and original designs. It was a great experience for us. We learned from the agencies, too. After all, we were visiting the places where most of our clients' projects are born!"
The design agency tour will continue in France, Spain and the US over the course of the year. If you are a design agency and would like to take part, please contact your nearest Quadpack office.

Technotraf Wood Packaging is a Quadpack Group company.

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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

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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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