

Press Release

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Original Link: <https://www.quadpack.com/assets/11602399/quadpack-kicks-off-its-master-class-series/>

Quadpack kicks off its Master Class series

Over 65 delegates from the leading cosmetics companies attended the first Quadpack Master Class in Barcelona on 28 May 2013. The three-hour seminar offered in-depth knowledge on packaging materials and decoration techniques.

The seminar is the brainchild of Quadpack Operations Manager Alex San Miguel, being one of the ways in which Quadpack seeks to fulfil its mission of helping beauty brands perform. He explains: "Packaging is often the responsibility of marketing or purchasing departments. This means that the people in charge of packaging might not be familiar with its more technical aspects. This makes it difficult to gauge the possibilities and limitations. While we as a packaging partner happily guide our clients through their choices, we decided that a seminar would be an ideal way to empower them with information up-front."

The seminar took delegates step by step through the various packaging materials, revealing issues such as compatibility and barrier properties, while covering decoration techniques from hot-stamping to laser etching.

The Quadpack Master Class received a great response, with one delegate commenting: "This is great. A better understanding of the packaging possibilities is going to help us make more informed decisions for our brand."

If you are interested in attending a Quadpack Master Class, please email info@quadpack.net, quoting 'Master Class' and stating which area you would be most interested in.

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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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