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Quadpack targets growing Asia Pacific region

Asian beauty brands now have a new source for packaging, design services and the latest in global trends. Recognising the steady growth of Asian domestic markets, Quadpack is expanding its presence in the region. The international packaging group has created a dedicated sales operation to service brands and contract fillers in the Asia Pacific region, led by Regional Director Jason Smith.

"It's a natural evolution of our business and a key element of our larger organic growth plans," says Smith. "We already have an established office in Australia and New Zealand and, since our merger with Collcap, an unrivalled presence across Asia, with a supply chain and QA team spread across China, Hong Kong, Korea and Taiwan. Now the different domestic markets are maturing, the time is right to start building relationships with local brands."

Around a third of the world's beauty packaging spend comes from Asia. It accounts for half of the world's skincare market, with many global trends originating in countries like Korea and Japan. What's more, domestic markets are growing and maturing.

Jimmy Kim, Quadpack Sales Manager Asia, comments: "There's a real opportunity for a packaging solutions provider like us – with global experience, a unique portfolio, our own manufacturing capability and a proven track record in Europe – to help these brands perform both locally and internationally."

Headquartered in Europe, Quadpack has been present in Asia since its inception in 2003. The company's Australian office is celebrating its 10th anniversary of servicing the leading brands in Australia and New Zealand this year. The Melbourne and Hong Kong offices will act as joint headquarters for Quadpack Asia Pacific. The Hong Kong office is also moving to new, larger offices in November in anticipation of increased activity.

Quadpack aims to secure 1% of the €6.5 billion Asian market in the next five years, growing to become a key strategic sales region along with Europe and Americas.

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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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