

Press Release

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Original Link: <https://www.quadpack.com/assets/11870226/die-nische-als-neue-norm/>

## Niche is the new normal

It is every brand's wish to be different. In fragrance, where aesthetics rule, differentiation becomes even more important. In recent years, this has spurred a trend that has seen more and more niche brands appearing in an ever-crowded market. With a large percentage of the 2,000 global fragrance references launched by these niche players last year, the current status looks to be stabilising. In other words, niche is the new normal.

The challenge for packagers is how to deliver this differentiation. Quadpack is prepared with a forward-looking strategy that embraces multiple fields of expertise. Isabelle de Maistre, head of the Fragrance Division, explains: "Creating something truly unique is a complex process, requiring a broad yet profound knowledge base. This must cover the market, trends, design, craftsmanship and industrialisation. Above all, it must include a deep understanding of the needs of the brand in order to provide the right level of service and support."

She continues: "At Quadpack, we are in a position to offer a holistic service that pulls together our expertise in all aspects of beauty packaging. Our strategy combines our industry know-how with our design talent, to conceive great ideas. Our manufacturing expertise allows us to practically realise the dreams of our clients. Our dedicated fragrance team supports them from design to delivery. In this way, we are able to deliver true differentiation. We are what I like to call 'universal experts'."

In the months ahead, De Maistre predicts more diversity in components, usage and materials. Her strategy sees Quadpack applying that universal expertise to a roadmap of innovative solutions to be released over the course of the year, as part of Quadpack's portfolio or as bespoke projects. Her message for the niche brands out there? "Be prepared for a few surprises!"

If you would like to find out more about current and future developments, please contact the Fragrance Division or your sales representative.

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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](http://www.quadpack.com).*

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