

Press Release

For immediate release - 18/05/2018

Original Link: <https://www.quadpack.com/assets/11870235/mar-y-madera-juntos-en-acqua-di-gi-absolu/>

Sea meets wood in Acqua di GiÒ² Absolu

Giorgio Armani's Acqua di Giò Absolu fragrance for men celebrates the union between fresh water and warm wood. Maintaining the iconic shape of the Acqua di Giò bottle, it is topped by a unique cap made of sustainably-sourced ash wood, made at the Quadpack Wood factory.

The cap is treated with a rich brown lacquer and engraved with the Giorgio Armani monogram. The wood merges with a shiny metallic collar, reflecting the wooden and aquatic accords of the fragrance itself.

During development, L'Oréal's team enjoyed discovering the world of wood with Quadpack's design and production experts. They encountered countless possibilities supported by an automated manufacturing process. The factory's emission-control system and production waste collection process meshed perfectly with L'Oréal's sustainability objectives.

A variety of trials were conducted to create the complement for the bottle of the new fragrance. The result is a sustainable, prestige cap suitable for the Armani brand.

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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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