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Quadpack consolidates growth as it marks its position in the top 20 European beauty solution suppliers

There's no doubting that Quadpack has been working hard to grow and now benefits a dynamic presence within the beauty packaging market. The company celebrates its 15 year anniversary this year and the Quadpack name is now firmly established as a go-to manufacturer and supplier within the beauty industry. Sarah Eaves explains how Quadpack has achieved its well-deserved success.

What has been the catalyst for Quadpack's explosion of success in the past few years?

One of the principal differences that we have communicated in the past 5 years is that of Quadpack being a packaging partner. The company has transformed from being a packaging trader to a hybrid solutions manufacturer/provider and this has been fundamental for our growth. It's an exciting time to be working at Quadpack and our growth is set to continue as we get increasingly recognized and accepted by brands around the globe.

We're doing a lot more work in a variety of areas: Co-development and bespoke work, for example, as we help beauty companies along the journey from their concept through to achieving their packaged product. One of our principal advantages is that we have a global packaging vision and can help brands go one step beyond, showing new possibilities.

As a beauty solutions provider, at Quadpack we can either source, design or combine both options for our customers. This means that we can take a standard jar from the shelf and enhance it with a special cap, or decoration. We've garnered a superb reputation for our ability to add value to a product with design. We are also increasingly active with secondary packaging whereby many brands are reaching out to us as they can see how we bring the difference, which in turn enhances their own brand, particularly in the case of luxury brands that need to lead the market and sustain their position.

Quadpack has realized a massive increase in manufacturing during the last few years — a clear sign of business doing well— and along with its strong ties to Yonwoo and the merger with Collcap

Contact Details

Mariam Khan

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com

in the UK, business is flowing seamlessly.

How has the Quadpack-Collcap merger affected business?

One of the principal reasons for merging with Collcap was that the business ethos and product range were both a complimentary fit, and there were many similarities between us for brands that have made the company even stronger. Collcap had many Asian supplier contacts which has offered us more opportunities in the region and as a company we are able to offer more than ever.

At the time of the merger both Collcap and Quadpack were both working on a project for Dermot O'Leary. Collcap was awarded the contract for the bottle and Quadpack Wood got the cap. That's how well the two companies fitted together! One day we were two companies, the next one, and the client benefitted from an ultra-smooth project development process.

Quadpack has its headquarters in Spain and a significant presence within the United Kingdom. Since the merger, the company has had a lot more exposure and become an even more attractive proposition for well-known UK brands. Trinny London and Charlotte Tilbury, for example, are two brands that have had successful product lines produced by Quadpack. Trinny's The Stack was Highly Commended for Design and Packaging at the Pure Beauty Awards earlier this year, while Charlotte Tilbury Hollywood Flawless Filter was nominated at the Luxury Packaging Awards. Incidentally, we won in the Cosmetics category with the bespoke lipstick we developed for Collistar Rosetto Unico.

Quadpack doesn't limit its work to niche brands or markets, it works within a broad spectrum within the beauty industry - for example, Giorgio Armani's Acqua di Giò fragrance, Skeyndor's anniversary edition packaging, and a number of Guerlain fragrance and make-up products, to name but a few of the world-famous brands that we have worked with during the last year.

How does Quadpack attract such world-famous brands?

Multinational brands like dealing with people on the ground worldwide. The company has significant presence in Europe, with bases in the UK, Spain, France and Italy, and befittingly features in the top 20 European beauty solution suppliers. We have also been present in the Asia Pacific region for many years. In the last year, we expanded our activity there beyond sourcing, establishing a commercial operation, with co-headquarters in Melbourne and Hong Kong.

Earlier this year, we also made two big moves to increase our penetration into the US, appointing a new regional head and a new distributor, East Hill Industries, so we now have a strong presence in three key regions, Europe, Asia-Pacific and the US. Looking ahead, we are extending our reach into Scandinavia and Eastern Europe and across Asia, as well as exploring options in South America.

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We are more active than ever before at international exhibitions with 23 this year alone, including those in which we participate for Yonwoo and our US distributor. We are very active in finding new business. We don't wait for customers to find us, we go out and find them. This year we have been and will be going to packaging events around the world as we show potential customers what is possible. We have massive presence at European events which has in turn led to our position in the top 20 within Europe and we're using that to our advantage as we extend our reach into Eastern Europe and across Asia, as well as exploring options in South America.

We also have expert divisions in the key sectors of skincare, make-up and fragrance and a department of Design and Advanced Technologies. This department deals exclusively with ideas and is effectively our fledgling R&D operation. It tracks macro trends and technologies from different industries and filters and shapes them into realizable concepts that push the boundaries of beauty package design. It's an ever-lasting challenge for global beauty brands to keep their edge and our designers can be relied upon to deliver true differentiation.

Quadpack has been on an incredible journey of growth and expansion, but there is no plan to stop. We're looking onward and upward to be leading the industry, leading the industry's conversations, and everyone in our team is part of this compelling momentum.

What packaging trends do you foresee?

Time to market and sustainability are two themes that always arise in our work. We tend to meet the first challenge through developing 'smart modular designs' that can be adapted and personalized quickly. The second we address with the support of our CSR department. We are continually investigating new materials and methodologies to deliver solutions that respect brand requirements as well as the environment.

With regard to make-up, the big trend at the moment is embracing diversity through customisation. Brands are offering up to 50 shades of foundation and the packaging needs to support this, with transparent materials, colour-coding systems and viewing windows.

In skincare, we are starting to see more solid skincare products for sun care applications, facial cleansing, balm, etc. We are expanding our range with some exciting stick products to support this trend. The rising popularity of sensory skincare is seeing formulas with interesting textures like scrubs, clay, bubbles and capsules. Many of these need strong support from the packaging, to dispense or protect the product.

In fragrance, we are seeing a rise in niche brands, all of which are driven by a deep need for differentiation. Our Fragrance Division is building an exciting portfolio of materials to package

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perfume in surprising ways, ranging from wood, cork and leather, to concrete-effect resin.

And interestingly, we are seeing a rise in transversal packaging, where a pack originally intended for one segment, like skincare, is repurposed for another, like fragrance. Yonwoo's Powder Spray is a perfect example, being able to contain powdered scent, face powder, dry shampoo, baby powder and other dry formulas.

Each year Quadpack devises and publishes its "trend directory". This is Quadpack's "catwalk" to show off new concepts and garner the interest of the beauty market. Quadpack highlights ways in which a high street "look" can be created as well as educating brands in the different ways in which a product or line can be produced. It also gives Quadpack the opportunity to highlight how secondary packaging can be used to create added value and some of the options available.

The other major movement being seen across the packaging board and not just within the beauty industry is that of sustainability which Quadpack is actively pursuing alongside both suppliers and clients.

As a beauty packaging provider Quadpack is actively looking for new solutions in all areas of packaging to offer different solutions and lead packaging trends. At LuxePack Monaco, Quadpack celebrated how far it has come in the 15 years since it was established as well as the consolidation of its position as a global beauty solution supplier at the forefront of the beauty market.

Find out more about Quadpack.

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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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