

Original Link: <https://www.quadpack.com/assets/12430549/cosmopack-asia-a-time-for-partnership-and-celebration/>

## Cosmopack Asia: a time for partnership and celebration

Cosmopack Asia was a huge success for Quadpack this year. The YouWood collection in particular was a real crowd-puller, comprising selected Q-Line packs adorned with sustainably-sourced wood. As always, Yonwoo's airless packs proved very popular. Quadpack also participated in the event's SKINTONIC skincare project, plus we hosted our annual cocktail party – this year, in celebration of our 15th anniversary!

SKINTONIC was a new project at the show – a real installation designed by Centdegrés to demonstrate the production of the SKINTONIC product. Quadpack was the official primary packaging partner, having provided an airless Rim Base pack from Yonwoo with a bespoke cap and base made at Quadpack Wood. Visitors could see first-hand how the pack was filled on the production line. The project, which also involved Citus Kalix, Pinkfrogs Cosmetics and Homer Printing, attracted a huge amount of interest.

The cocktail party on 14 November was held on the Rooftop Terrace of the Woolloomooloo Steakhouse in Wan Chai. Quadpack's staff, clients and suppliers took a break from the show to raise a toast in celebration of the company's 15th anniversary, against the stunning backdrop of Victoria Harbour.

Cosmopack Asia is now a major fixture Quadpack's global events calendar, reflecting the increased importance of the region alongside Europe and the Americas. The Asia Pacific commercial operation has been busy over the last year, exhibiting in six countries and forging relationships with beauty brands in the region.

Regional Director Jason Smith is happy with the team's progress. "We have been working hard and we have now started to develop some exciting projects for cosmetics companies in Australia, New Zealand, Korea, Japan, India, Thailand, China and Iran. Wood especially has caught the attention of the major brands. Australia has grown massively, with huge demand in China for Australian-made skincare. Sales across the region have grown 35% and we are on course to achieve our goal of 1% market share by 2022."

Contact Details

**Mariam Khan**

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)

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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).*



Contact Details

**Mariam Khan**

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)



E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)





Contact Details

**Mariam Khan**

Quadpack Group Press Office

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E-mail: [summit\\_media@compuserve.com](mailto:summit_media@compuserve.com)