

Press Release

For immediate release - 27/02/2019

Original Link: <https://www.quadpack.com/assets/12553013/la-marca-coreana-the-saem-opta-por-la-madera-para-su-nueva-gama-masculina/>

## **Korean brand The SAEM embraces wood for its new masculine range**

Korean brand The SAEM is all about nature. There, it finds inspiration for its products, which focus on natural ingredients and healthy beauty, with an emphasis on ethnic wisdom and a deep respect for the environment. When it developed its new prestige skincare range for men, it wanted the packaging to reflect its ethos, so wood was a natural choice.

The SAEM Classic Homme is a skin-strengthening treatment for men that deeply hydrates and revitalises men's rough and tight skin, with a sophisticated fragrance expressing masculinity and warmth. The range comprises a Toner and Moisturiser, contained in 130ml bottles.

Following a recommendation from Korean partner Yonwoo, The SAEM selected Quadpack as its packaging provider to design and manufacture a high-end wooden cap for the range. With an extensive team in place in the Asia-Pacific region, including an office in Seoul, Quadpack was able to offer a superior product from its Quadpack Wood factory in Spain.

Quadpack's Asian team worked closely with the wood experts at the factory, to develop exactly the right component for the brand. A cylindrical cap was professionally crafted in ash, using raw material sourced from sustainably-managed forests. The geometric design follows the shape of the bottle, for a strong upright profile that's perfect for the range. The natural grain pattern is left exposed – one you can see, feel and touch, adding a sensory level to the pack.

The SAEM Classic Homme is now available from the brand's stores in Asia and the US.

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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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