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Quadpack at Cosmoprof 2019 gets people talking

Held in Bologna, Italy every year, Cosmoprof Worldwide is one of the beauty industry's leading trade events, covering everything from raw materials to finished products. As Quadpack grows, logically so must its presence at trade fairs, and the intent at Cosmoprof 2019 was to make the company stand bigger, better and more Wow. It worked! This year, the Quadpack stand received a record number of visitors.

A cinema was installed on the mezzanine level, which proved to be an absolute hit. After grabbing a bag of popcorn, visitors watched a short film illustrating Quadpack's vision for #packfuture; a strategy that responds to an increasingly sophisticated consumer landscape.

The lower level of the stand was designed for kick-starting conversation and exhibiting products in a dynamic and efficient way. Star packaging concepts for top brands such as Charlotte Tilbury and Skeyndor were placed on podiums, with readymade packaging solutions from Quadpack's Q-Line and Q-Selection catalogues smartly displayed in cases that resembled shop windows.

Quadpack's philosophy has always been to nurture a supportive relationship with its customers, and dialogue is key. Visitors had the opportunity to do this at the beauty bars, where division managers were kept busy meeting new and a high number of returning clients, and discuss the best solutions for their packaging needs.

Cosmoprof Worldwide is always an exciting event. But, as the industry faces a new era of environmental, technical and market-led challenges, the 2019 edition had special significance. Quadpack sincerely thanks everyone that made it such a fantastic event, and hopes to keep the conversation going in the future.

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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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