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## **Quadpack boosts its Asian presence with a new office and service team in South Korea**

South Korea is a global leader in the beauty industry. Not only does it host some of the world's largest cosmetic companies, but many trends born here have a huge influence in Europe, the US and beyond.

Quadpack was an early adopter of the Korean beauty phenomenon. Since 2007, the company has been the exclusive partner of Yonwoo – pioneers of airless packaging – in Europe and Australia. Quadpack also launches its latest releases at the leading trade fairs MakeUp in Seoul and in-cosmetics Korea.

In keeping with Quadpack's strategy of doing business 'glocally', opening a new Asian office and expanding the regional team is a natural next step.

Jason Smith, Quadpack's Regional Director for Asia Pacific sums up this exciting new chapter. "With its supplier network, Quadpack has had a presence in South Korea over its entire lifespan. It's a country already very familiar to us, but still presents a world of opportunities. We are thrilled to increase our role as a packaging partner in this dynamic market."

The Asian beauty market is known for being hugely creative and innovative, but also highly competitive, with many players. Creative packaging is one of the major points of differentiation in this saturated landscape.

One of the unique things that Quadpack can offer the region is its expertise in wood, a material that is both sustainable and representative of the Asian sense of wellness and Zen.

This aptitude has already been displayed in a pitch-perfect cylindrical cap tailor-made by Quadpack Wood for The SAEM; a luxury South Korean eco brand. Crafted in ash with an exposed grain, the cap succinctly expressed The SAEM's deep environmental ethos.

For further information, please contact Jimmy Kim, Asia Sales Manager at

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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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