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Time to meet Molly â€“ Quadpack's multitasking mum

Please pay attention. Molly has found a moment in her busy schedule to introduce herself.

Over the past couple of months, you have met some of Quadpack's new family; virtual personalities that paint a picture of modern life and can guide you through an increasingly multi-layered consumer landscape.

Last month you met the eco warrior Frankie. This month it's Molly's turn.

Molly is a working mum and multitasker extraordinaire. Her average day is like an obstacle race, balancing home and family with a demanding job. She relies on technology and intelligent design to make her life easier, and exercise and smart beauty products to keep her looking good. Phygital she calls it, the coming together of the physical and digital worlds.
"I love spas, and all forms of luxury really, but who has the time? Give me a product that fits in with my schedule. It may sound crazy, but for me every millisecond counts. Portable, easy-to-use beauty is essential for my travelling lifestyle. I want to look and feel good, even if I only have a few minutes each day."
Whether in the car or at a meeting, Molly depends on quick beauty fixes. Quadpack's roll-on vials give her pulse points a lift with fragrance or essential oils, helping her stay focussed throughout her busy day.

--- ENDS ---

About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging

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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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