

Press Release

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## **Quadpack and ICMAD Award celebrate youth creativity**

Every year, Independent Cosmetic Manufacturers and Distributors (ICMAD), a US-based organization of industry providers, organizes a prize to celebrate young design talent at college level. The ICMAD Young Designer of the Year Award, of which Quadpack is a proud sponsor, is part of our commitment with the future of beauty packaging.

2019's Grand Prize winner, Kat Brint, developed a creative line of hair care packaging in form of a reusable, sustainable travel bag and was awarded with a week-long trip to Spain, where she could visit Quadpack's facilities. Welcomed by the design team in our Barcelona Headquarters, the college student also visited Quadpack Wood and Quadpack Plastics plants in Torelló and Castellbisbal. During the first week of September, Kat could see how a packaging company operates from a design and production angle – and was introduced to the company history, culture and brand.

Kat was positively surprised with Quadpack's "Little Big Company" philosophy, which resonated with her professional values. "Quadpack is corporate but very personal, it's people-based and I felt very comfortable the whole time. I was impressed by Quadpack Wood, how they work together with clients and develop each stage of the production. As someone who loves to go through projects from the beginning to the end, I was really excited", she says.

Talent like Kat's is celebrated by Quadpack, ICMAD Young Designer of the Year sponsor since 2016. "ICMAD is a major trade organisation in the United States, and their mission is to represent, educate and foster the growth and profitability of entrepreneurial companies in the beauty industry worldwide. Quadpack is keen to both collaborate positively with ICMAD and firmly believes in the spirit of fostering young talent within our industry", says Sarah Eaves, Quadpack's Marketing Manager.

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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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