Press Release For immediate release - 26/01/2021

Original Link: *https://www.quadpack.com/assets/13153273/woodacity-hacer-posible-lo-imposible/*

Woodacity, making the impossible possible

Quadpack introduces the first caps of its patented full-wood family

Wood is technically challenging. A natural material with a well-known elasticity and water permeability, it's almost impossible to be used as a beauty packaging component without a plastic insert. Until now. Quadpack Wood faced the challenges and, after years of research, is launching Woodacity®, a patented full-wood solution that matches sustainability with innovation. The first members of the family are three monomaterial caps for fragrance and skincare.

Quadpack Wood's expertise was essential in such an ambitious project: being a leader in wood components for cosmetics, it has the best minds and equipment required for the challenge. A team of designers, engineers and technicians investigated the material in different conditions, shapes and combinations to allow it to have the same functional properties and stability than plastic. Woodacity® is the result of many steps, starting with storage in controlled conditions to drying, shaping and lacquering.

"Woodacity® is a project that seemed impossible a few years ago, and it's now a reality. It's a full wood innovation that brings sustainable added-value to beauty brands," celebrates Pierre-Antoine Henry, Quadpack's Head of Categories.

Discover the first members of the Woodacity® family:

Solo Snap: A globally patented snap-on cap with a unique pattern of interior ribs, Solo Snap provides safety closure to the formula with a 'click'. It is made in Europe with wood sourced from sustainably-managed forests.

Solo Push: A friction fit cap with a unique pattern of interior ribs, Solo Push provides safety closure to the formula with a smooth gesture. It is made in Europe with wood sourced from sustainably-managed forests.

Solo Turn: A full-wood thread cap with no plastic insert, it's a perfect match with Regula Glass. It is made in Europe with wood sourced from sustainably-managed forests.

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

New developments are on the way, including Quadpack's own Q-line products that will have full-wood versions available. "Woodacity® is a new way of looking at wood innovation. Our goal is to have our wood products to be either monomaterial, refillable or easily disassembled," says Henry.

Contact your sales representatives to enquire about Woodacity®.

--- ENDS ---

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.

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK



Contact Details

Mariam Khan

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com