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A â€˜radically sustainableâ€™ partnership

Berlin-based brand i+m chose Sulapac® Nordic Collection by Quadpack for the new member of its natural cosmetics series

Award-winning German cosmetics brand i+m has launched a new product for its WE REDUCE! range. The Rose Deodorant Cream was brought to life with sustainably innovative packaging: the 30ml jar from the Sulapac® Nordic Collection by Quadpack.

Made with a biobased, compostable material that biodegrades without leaving microplastics behind, the packaging was developed by Quadpack following the highest standards of sustainability. “In Quadpack, we have found a partner who has supported us from the very beginning to make serious progress on the subject of sustainable packaging. We had been looking for a plastic-free alternative for a long time and the Sulapac® jar offers all the advantages of plastic, but it's compostable and made from renewable raw materials,” says Jörg von Kruse, Managing Director of i+m.

Proud of its history as a fair-trade, vegan skincare brand, i+m is a three-time winner of sustainability awards for its products. The WE REDUCE! series was the most recent finalist of the German Sustainability Award Design 2021, thanks to its plastic-free packaging and certified natural cosmetics. By taking a holistic approach to beauty, integrating ecology, animal welfare and social economy, i+m chooses its partners according to their ability to develop the ‘radically sustainable’ cosmetics of the future.

Sulapac® Nordic Collection by Quadpack fits the concept perfectly: made from wood and plant-based binders, raw materials that are organically recyclable, the range is an important and innovative approach to the plastic waste challenge.

Discover Sulapac® Nordic Collection by Quadpack.

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

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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.



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