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## **From dreams to reality: youth innovation in sustainable packaging**

For the fourth consecutive year, Quadpack collaborates with Elisava design school on students' final degree projects

Seven design and engineering graduates from Elisava, Barcelona School of Design and Engineering, Spain, had a challenging final year project to present this summer: to design sustainable packaging solutions with added value to consumers, the environment and the society as a whole. For the fourth consecutive year, the students received mentorship and assessment from Quadpack's professionals.

The collaboration between Elisava and Quadpack, who once again sponsored the degree project of the class of 2021, is one of the ways in which the company connects with stakeholders to share value and ideas. Working with academia allows it to foster young talent and inspire a mindset of collaborative innovation to create sustainable solutions.

The graduate project gives Quadpack unique insights into the minds of the next generation, bringing fresh thinking to industry issues, while supporting young designers as they embark on their career. Over the course of the partnership, the company has employed several graduates and acquired the rights to develop the most outstanding concepts.

According to Elisava, the students appreciate the corporate perspective from Quadpack. Tutor, ex-alumna and former packaging professional Anna María de la Corral said:

"For the students, the degree project is a unique opportunity to demonstrate their worth as future professionals, in an academic context. Linking the project to a company like Quadpack - which proposed a real brief and monitored the project, making valuable, professional contributions - allows the students to experience the reality of what will be their future profession."

Quadpack's Head of Categories Pierre-Antoine Henry, member of the Elisava project review committee, said:

"This year's students came up with some exceptional ideas. I always tell anyone involved with

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product ideation the same thing: start with the dream and work backwards. The students demonstrated their creative talent and did exactly that. As a packaging company, we are pleased to help them on the path to making their dreams a reality. We are able to share our experience in assessing feasibility and marketability, and transforming great ideas into real products.”

Previous projects covered new perceptions of fragrance (2018), skincare packaging for mature audiences (2019) and emerging trends in make-up (2020). Some projects have been displayed at design and cosmetics trade shows, included in market trend presentations and shared with selected clients.

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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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