

Original Link: <https://www.quadpack.com/assets/13496843/quadpack-launches-a-christmas-challenge-for-positive-impact/>

## **Quadpack launches a Christmas Challenge for positive impact**

The 2021 budget for corporate gifts will be donated to an environmental project

This Christmas, Quadpack is remaining true to its purpose of doing things right, differently, better. Instead of sending the traditional corporate gifts all over the world, the group is donating the whole budget for Christmas presents to WWF Spain, and has launched a challenge to get more partners to do the same.

Quadpack is partnering with the Beauty Cluster to inspire other members of the beauty ecosystem to dedicate part of their Christmas budget to do good and help others. Companies or people who decide to join can use the hashtag #positiveimpactchristmas to have their efforts communicated by Quadpack in its social networks.

The decision to use the corporate gift budget for charitable donations came as a natural result of a reflection of the social and environmental impact Quadpack wants to have on the world. "We must take into consideration that the CO2 footprint of sending these parcels all over the world would be high. The challenge is a way to inspire others to have a positive impact in their own communities," says Marta Gil, Quadpack Foundation Manager. The donation will support WWF Spain reforestation projects.

The #positiveimpactchristmas challenge was officially launched on 16 November and will remain active until Christmas Eve.

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*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).*

## Join us!

#positiveimpactchristmas



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