

Press Release

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Original Link: <https://www.quadpack.com/assets/13618014/il-tocco-di-quadpack-nel-tappo-in-legno-per-acqua-di-gi-eau-de-parfum-ricaricabile/>

Quadpack's™ wooden touch for the refillable Acqua di Giò Eau de Parfum

Giorgio Armani chose a sustainably-sourced wooden cap for its latest fragrance innovation

The new refillable Acqua di Giò² Eau de Parfum by Giorgio Armani represents a landmark in the brand's carbon footprint reduction efforts. Made with some consciously sourced ingredients and packaged in a new refillable bottle, the iconic fragrance has opted for a wooden cap made by Quadpack.

The whole fragrance concept was inspired by nature. From the juice, blending some natural ingredients such as the hand-picked mandarins in southern Italy, or the patchouli responsibly harvested in social impact programs in Guatemala, to the packaging, including recycled glass in all formats. The bottle is now refillable, thanks to an innovative system that helps to reduce its impact on the environment. The wooden cap made in black ash is made of sustainably-sourced wood and is manufactured and decorated by Quadpack in laser engraving, closing the loop of responsible manufacturing.

The wooden cap embodies the sustainable aspect of this project, with the integration of more natural and recyclable materials to our product, says Priscillia Baralla, Product Development Manager for Armani Fragrances.

The refillable Acqua di Giò² Eau de Parfum is available in 40, 75 and 125 ml, with a 150 ml refill.

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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.

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