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WoodacityÂ® answers Shiseidoâ€™s dream for its nev fragrance collection

Challenged by the brand, Quadpack broke boundaries and developed a 100% wood bespoke cap for the fragrance range

When there's a will, there's a way. The old saying applies perfectly to the collaboration between Quadpack and Shiseido for the Woodacity® cap that dresses the new fragrances 'L'Eau d'Issey Eau & Magnolia' and 'L'Eau d'Issey pour Homme Eau & Cedre'. The unique 100% wood bespoke caps were a result of intensive research and development, motivated by our desire to answer Shiseido's dream: to have monomaterial, biobased caps for its fragrance collection.

Two years later, Quadpack's design and engineering teams brought to life Woodacity®, a 100% wood solution that doesn't have plastic inserts, and, thanks to its unique 'Solo Push' rib pattern, can provide a tight closing system to protect the formula. Besides being functional and sustainable, the caps' design have unparalleled aesthetics.

Both the female fragrance bottle, topped with an elongated cap, and the male version, with a cap resembling a chunk of cedar wood, have a minimalist design, representing a 'return to essentials' and echoing the raw nature by which it's inspired. "We are very proud of the Woodacity® caps we developed for Shiseido. Thanks to our long-term partnership with the brand, who challenged Quadpack to bring this innovation to life, we now have one our most groundbreaking wooden systems," says Denisa Stircea, Quadpack's Wood Category Lead.

Both caps are made in Europe, and their wood is sourced from sustainably-managed European forests.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging

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

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

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Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com