

Original Link: <https://www.quadpack.com/assets/14163375/boogie-turn-airless-with-a-twist/>

Boogie Turn: airless with a twist!

Quadpack's new refillable airless pack offers perfect dosing with a twist, click and swipe. Quadpack introduces a new gesture in airless dispensing with Boogie Turn. This sophisticated solution offers precise dosing through a twist-activated actuator, for a fresh user experience. Aimed at the high-end skincare market, it exudes luxury, with double thick walls and an elegant look. It also encourages reuse habits. Boogie Turn is easily refillable, with the reused elements made entirely of recyclable plastics.

With a simple twist of the actuator, the formula is dispensed from a central nozzle in the top surface. One turn actuates a 0.21cc dose, picked up with a swipe of the finger. The haptic gesture produces an audible, reassuring click with each turn. Accurate dosing facilitates the correct use of high-value, high-performance formulas, while avoiding wasteful dispensing.

Waste is further minimised by the pack's high restitution rate, a key benefit of airless technology, along with powerful formula protection, keeping the product fresh for longer.

"As brands increase their focus on user experience, they are more eager to propose novel gestures to their consumer base," said Quadpack Category Specialist Alejandra Isern. "With Boogie Turn, we are broadening the choice of airless packs, with an engaging new gesture. We are also eliminating all acrylics and non-recyclable plastics in our double-wall airless range, without compromising on luxury aesthetics."

The outer bottle and cap are made of PET, to offer the transparency sought by prestige brands. The refill, collar and POM-free airless actuator are made of PP for highest formula compatibility. Brands can play with the double-wall structure to achieve a differentiated look. A wide range of decoration options can be applied to both the inner and outer parts, including colour matching, spray coating, screen printing and hotfoil stamping.

Designed for creams and other high-viscosity formulas, performance tests are recommended to ensure optimal dispensing.

Boogie Turn is available in 30ml and 50ml capacities.

Download the Environmental Report for Boogie Turn.

Shop the story:

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Contact Details

Mariam Khan

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com

QUADPACK

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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