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The energy of zen with a touch of wood

Shiseido EMEA renews its partnership with Quadpack to create a bespoke cap made of 100% wood for its latest Zen Shiseido Eau de Parfum

Prestige beauty company Shiseido concentrates the vibrant and soothing energy of zen in a new edition of a favourite fragrance. A unique bouquet of golden flowers, Zen Shiseido Eau de Parfum delivers an exhilarating freshness and sensuality – and its packaging is in perfect harmony. An elegant, square glass bottle is complemented by a beautiful, bespoke wooden cap, expertly made to measure by Quadpack. Crafted from a single piece of ash wood, it snaps onto the bottle without the use of an insert, thanks to its patented Woodacity® closure system.

The bespoke Woodacity® cap blends design with sustainability. Its custom shape seamlessly follows the bottle's silhouette, for a look of subtle sophistication. By leaving the grain pattern visible and the feel of the wood smooth yet discernible, it plays on all the senses.

The wooden cap replaces the Surlyn stopper of the previous version. With this change, Shiseido significantly lowers the environmental impact of the pack. The cap is non-toxic from cradle to grave, made from a material that is clean to obtain, transform and dispose of at the end of its life. Quadpack uses wood from sustainably-managed, European forests, transforming it at its low-emission factory in Catalonia, Spain. In fact, the entire product is made in Europe, thereby fulfilling Shiseido's demand for local production.

Shiseido, a long-time client of Quadpack, was originally the driving force behind the development of the Woodacity® technology, when it challenged its packaging partner to create the first, functional, monomaterial closure system out of wood, for Les Eaux d'Issey in 2021.

Woodacity® now comes with a choice of four patented closure systems, each offering a different gesture and consumer experience: Solo Snap, Solo Turn, Solo Twist and Solo Push. The cap for Zen uses the Solo Snap snap-on closure system, with a unique pattern of interior ribs and a secure 'click' closure.

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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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