

Original Link: <https://www.quadpack.com/assets/14256513/simply-divine-wanderer-goes-luxury-for-a-premium-dropper-experience/>

Simply Divine! Wanderer goes luxury for a premium dropper experience

Quadpack's high-performance dropper tube is now available with a luxury pipette for prestige brands

The humble dropper tube becomes an attractive proposition for luxury brands, with Wanderer Divine. Conceived by Quadpack's Creative Hub last year, Wanderer introduced exclusive flow-control technology to deliver perfect, drop-by-drop actuation of low-viscosity products. Now, the solution has been reengineered with a luxury pipette for a high-end look and feel. This aesthetic innovation aligns the product with prestige brands. Moreover, the transparency of the material makes the drops visible as they travel through the pipette, for an enhanced sensory experience.

Wanderer is designed for liquid products, including oils, serums and boosters. It features Quadpack's unique flow-control disc, which forces the formula to "wander" around circuit of physical obstacles to create resistance, before being released, drop by single drop. Users use the tube in a familiar way, applying the required pressure to dispense the formula.

"Wanderer is an efficient solution in an intuitive pack. Our system gives consumers precise control over liquid formula dosage within a tube, eliminating the need for complex dispensing mechanisms that complicate production, slow down assembly and logistics, and drive up costs," explains Category Specialist Alejandra Isern.

Wanderer Divine replaces the polypropylene (PP) pipette for one made of polyethylene terephthalate (PET). Strict dimensional control ensures the precise tolerances required to attach the flow-control disc to the more rigid material and guarantees the same high performance. The properties of PET enable total transparency, adding visibility and desirability for greater luxury differentiation. Creative decoration and selection of the proportions " 19 or 25mm diameter with a flush or shouldered design " results in a premium-looking pack that's convenient and precise.

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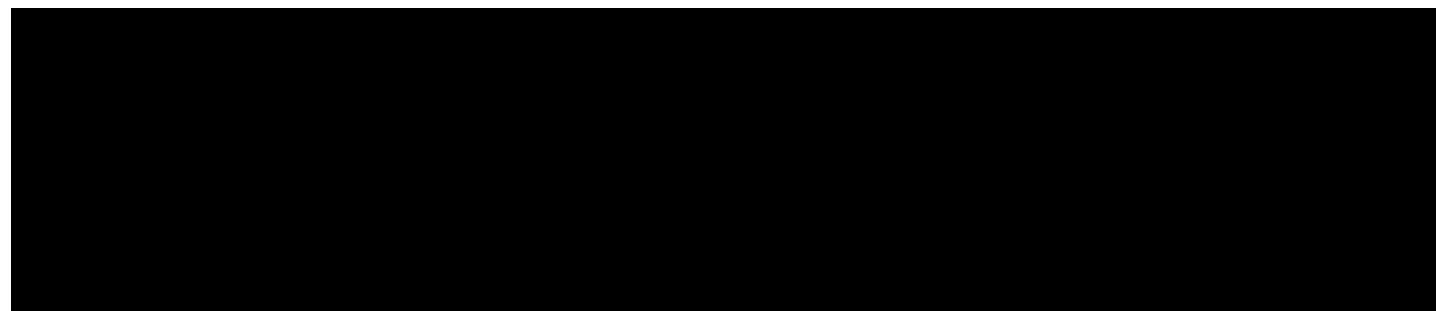
Available as single or multi-layer, with an EVOH protective barrier, Wanderer Divine can contain post-consumer recycled material: up to 100% in the cap and 50% PCR in the monolayer tube or 50% in the outer sleeve of the multi-layer tube.

The Wanderer platform is being developed with different pipette designs and new discs for other types of formulas, to give more choice in terms of the desired application experience.

Download the Environmental Report for Wanderer.

Want some help in making sense of impact data? Read our step-by-step guide.

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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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