

Press Release

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Dropify Pen: precise, targeted application, drop by drop

Quadpack expands its Dropify drop-by-drop platform with an innovative pen for low-viscosity face and scalp treatments

Hot on the heels of Dropify Bottle, Quadpack's Creative Hub introduces a new addition to the drop-by-drop platform: Dropify Pen. Aimed at targeted face treatments, the 15ml refillable pen combines style and practicality to simplify your beauty routine. A dual-button system enables effortless, one-handed usage for precise application of oils and serums. Perfect for face and scalp products, it provides a user-friendly, innovative solution for dispensing lightweight formulations, ensuring that every drop counts.

Dropify Pen features an elegant, elongated bottle with twin soft-buttons for easy dispensing. Just press the buttons together to release the formula, one single drop at a time. The contemporary design offers a fresh new look and engaging user experience – a modern upgrade of the classic teat or push button. With the growth of cosmeceuticals, it can retain a pharmaceutical look and feel, with an added luxury touch through high-end decoration. A transparent PET pipette is under development to further align with medical-oriented skincare brands.

Dropify Pen is made of high-quality, recyclable materials, with a PET bottle, a PP applicator head and TPE dual soft-buttons. Post-consumer recycled (PCR) material can also be incorporated: up to 50% PCR PP on the cap and applicator head and 50% PCR PET on the bottle. Life-cycle assessment (LCA) data shows that switching to the highest PCR content brings a 14% improvement in CO2 emissions. Being refillable, multiple uses bring enormous improvements in circularity. Full data can be examined in the Environmental Report.

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

Shop the story:

Want to know more about how Quadpack innovates? Read an interview with Head of Product Innovation Paula Cardoso.

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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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QUADPACK



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INNOVATION CHECKLIST

DROPIFY PEN



DESIRABILITY

Engaging new gesture
in modern design



ADDED VALUE

Drop-by-drop
precision applicator



EASE OF USE

Single-handed,
intuitive usage



SMART DESIGN

Choice of PCR materials
and pipettes



QUADPACK



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