

Original Link: <https://www.quadpack.com/assets/14298178/quadpack-met-en-avant-linnovation-la-diffrenciation-et-lexprience-utilisateur-au-luxe-pack-de-new-york/>

## **Quadpack spotlights innovation, differentiation and UX at Luxe Pack New York**

7-8 May 2025, Javits Centre, New York, Booth No. B25

Quadpack's booth at Luxe Pack New York is all about innovation, differentiation and user experience this year. The latest solutions from its Creative Hub focus on simplifying the beauty routine, with engaging delivery systems that put consumers in control.

Dropify introduces Quadpack's drop-by-drop technology to dispense low-viscosity formulas. Available in a bottle and pen, these refillable dosage-control droppers embody Gen Z cool, with a fresh new gesture, one-handed usage and in-built sustainability features.

ShapeUp adds that wow factor into packaging, to extrude creams in custom shapes. Swipe it, stamp it or squeeze it, consumers will love this fun new ritual that's perfect for sharing on social media! ShapeUp offers the ultimate in brand personalisation in a stick or a tube, without the investment of a bespoke pack.

Quadpack will also show a host of droppers and bottles, as well as its airless superstar Regula Airless Refill, all made in the Americas for a fast time to market and reduced carbon footprint.

A collection of solutions beautifully crafted from sustainably-sourced wood is sure to inspire visitors to the booth.

And for the first time since its combination with PSB Industries, Quadpack will be showcasing the latest innovations from its sister company Texen.

Book a meeting with our team.

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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*

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*partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit [www.quadpack.com](http://www.quadpack.com).*



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