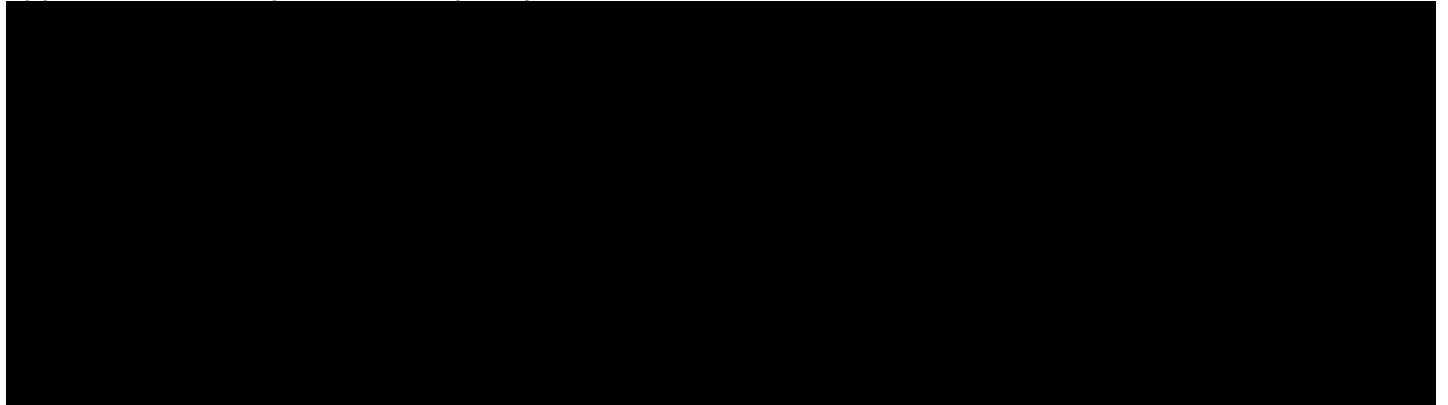


Original Link: <https://www.quadpack.com/assets/14328174/big-bold-beautiful-lola-dip-in-pack-for-liquid-makeup/>

Big, bold & beautiful: Lola dip-in pack for liquid makeup

Quadpack unveils its new lip gloss, a monomaterial PET solution made in Germany, with exclusive applicators and unparalleled capacity for customisation



Itâ€™s the lip gloss solution brands have been waiting for! Quadpack is proud to introduce the Lola dip-in pack, currently coming to life at its Kierspe factory in Germany. With Lola, Quadpack establishes its leadership in the dip-in category, by building on its PET injection expertise and answering demand for simplified beauty routines. Paired with a wide range of patented applicators designed for precision, sensoriality and performance, it allows liquid makeup products to deliver on their claims, while making it easy for consumers to create the latest looks. An audible click closure adds a sensory dimension to the user experience. Whatâ€™s more, Lola is designed for recyclability. The monomaterial pack uses PET, with high PCR content options available in due course.

For European beauty companies, Lola brings further gains in environmental impact. Regional manufacture optimises carbon footprint, as well as time to market.

Aimed at masstige and niche makeup brands, Lola is a cylindrical pack with an elegant, elongated design. It offers compatibility with high-alkane content formulas, such as those with isododecane for long-lasting colour.

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All components, including the TPE wiper, can withstand the potent ingredients contained in these formulations.

Lola is available in two capacities: 6ml and 6.5ml. The sleek, thick-wall bottle comes with a choice of exclusive applicators, each designed to support the texture and desired effect of liquid makeup formulas for face and lips, such as concealers, highlighters, blush, lip colour, lip gloss and even lip oils. When matched with the right applicator, Lola becomes the user's best friend, a application becomes effortless. With a final, satisfying gesture, the pack closes with an audible click, ensuring the formula is securely contained.

Lola allows infinite creative potential. Brand designs can be applied using a host of decoration techniques, the most popular directly off the production line for accelerated lead times. Full-cover hotfoil stamping can add complex graphics, as well as high-gloss finishes as a low-emission alternative to metallisation. A key feature of Lola is decoration orientation: the designs on the cap and bottle can be aligned, expanding the creative canvas to the full pack length. With each and every use, the pack closes to line up the pattern.

For brands wanting a more bespoke solution, Lola offers fast and easy customisation, with different capacities and wipers. Applicator tips can also be custom-designed with minimal investment. In this first step towards regional manufacturing of makeup packaging solutions, Quadpack has decided to work with one of its strategic partners in Asia to do the upper part of the lipgloss, thereby enabling faster, investment-efficient bespoke componentry, while decreasing the overall carbon footprint by producing the thick-wall PET bottle in Germany.

Read more about Quadpack's new dip-in line in German:

Shop the story:

--- ENDS ---

About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging

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QUADPACK

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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INNOVATION CHECKLIST

LOLA LIP GLOSS

- ✓ **DESIRABILITY**
Elegant pack with audible click closure
- ✓ **ADDED VALUE**
Functional support for formula claims
- ✓ **EASE OF USE**
Ergonomic applicators for easy application
- ✓ **SMART DESIGN**
Fast and easy customisation



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