

Original Link: <https://www.quadpack.com/assets/14360206/adolfo-domnguez-adn-raises-the-bar-in-circular-wooden-packaging/>

Adolfo DomÃnguezâ€™™ ADN raises the bar in circular wooden packaging

The fragrance line uses a Woodacity® cap and collar assembly, developed in collaboration with Quadpack

Spanish luxury fashion house Adolfo DomÃnguez has launched its latest fragrance line, ADN. The packaging of the collection pushes the boundaries of eco-design in wood. Together with packaging partner Quadpack, a bespoke cap and collar have been developed to affix the pump to the bottle, made entirely of PEFC-certified maple.

Antonio Puig and Quadpack conceived the solution along circular design principles from the start. Quadpack took Puigâ€™™s dismantling system and reengineered it in wood, using patented Woodacity® technology. The monomaterial solution is truly original in its architecture and execution. The wooden collar screws directly onto the bottle, thereby securing the pump, while the cap clicks onto the collar. The whole assembly works without glue, plastic or other intermediate materials. It is easily dismantled with a gentle tug, for effortless separation at the end of life of the pack.

The Woodacity® cap and collar system underlines the emotional connection with the consumer. The user experience is exceptional, from the warm, smooth feel of the material, to the distinctive, soft click sound when the cap closes â€“ a sensory surprise not expected from wood.

Adolfo DomÃnguez is an early adopter of wood and Woodacity® technology in its packaging, having used it most recently for the gorgeous ash caps of its Oriental Collection. For ADN, it chose certified maple, for its smooth surface and subtle grain pattern, with the brand logo laser engraved around the collar.

The Woodacity® components are produced and decorated at the Quadpack Wood factory in

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Spain. An on-site biomass plant uses wood scrap to generate fuel to power the wood drying ovens and temperature control systems – in-house processes that eliminate transport for off-site treatment.

In developing the bespoke Woodacity® cap & collar, the collaboration between Quadpack and Puig has reshaped the future of wooden packaging.

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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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