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Airless packaging that tells a heart-warming story

German start-up *When Nino Meets Lella*[™] chooses Regula Airless to protect its skincare formulas and express its values, with a helping hand from Quadpack

When Nino Meets Lella (Ninella) is a German family business based in Munich. Its new plant oil-infused skincare range is beautifully packaged in airless dispensers developed by Quadpack. It chose Regula Airless to protect the natural creams from external contamination. By choosing a local supplier, the packaging is made, tested and decorated in Germany. Quadpack was able to guide the start-up through all the options, accompanying the brand every step of the way.

The story behind the brand recounts the carefree happiness felt by a boy for his grandmother. Liselotte Sartori, nicknamed Lella, founded Switzerland's first beauty farm in the 1960s in Locarno on Lake Maggiore. There, she used natural ingredients to develop her own skincare creams. Her world changed when Nino entered her life and the two developed a strong bond. Lella was able to pass on her knowledge and values to her family. Nino Waldschmidt and his parents Pamela and Thomas founded the company to keep her work alive.

Ninella deliberately avoided using glass jars, conscious of their carbon footprint and energy-intensive production, transportation and recycling. With Quadpack's guidance, it selected the 30ml Regula Airless for its day cream, night cream and hyaluronic fluid. Made of recyclable plastics (PET and PP) with a metal-free pump, it is manufactured locally at the Quadpack Kierspe factory. Airless technology helps preserve the natural formulas, while a high restitution rate minimises waste. Much care was taken with the decoration. The brand's evocative design features gold lettering against a black background, finished with soft-touch lacquering for a silky smooth feel.

"It was a really positive experience from start to finish. As a start-up, we've often found ourselves being seen and treated as 'just another customer'. That wasn't the case with Quadpack. They gave us the chance to produce a relatively small run and supported us right from the start. We felt that they were genuinely interested in us and our products," explains Nin

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Waldschmidt. He says the packaging has been well received since the launch in May 2025: “The feedback on the airless dispensers has been consistently positive. Customers and retailers are impressed by their effectiveness and design, and they have already opened many doors for us.”

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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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