

Original Link: <https://www.quadpack.com/assets/14383132/touch-flow-feel-the-sensory-appeal-of-wood-for-beauty/>

Touch, flow, feel – the sensory appeal of wood for beauty

Quadpack unites sensoriality, movement and craftsmanship with BeautyWood 2026, a new inspirational collection of wooden beauty packaging

The wood pioneers at Quadpack have crafted a new collection of beauty packaging designs that explore the sensory appeal of this natural material. Continuing a story that began last year, BeautyWood 2026 focuses on sumptuous, tactile finishes that evoke an emotional connection with the user. The ergonomic components are made for natural handling, aligned with luxury codes and eco-design principles.

Conceived under guidance from the Creative Hub, BeautyWood 2026 proposes new design languages in packaging. This year, the aesthetic focus is on fluidity, softness and natural movement. Different pack types have been sculpted into flowing forms, with decorative finishes that invite touch and emotion – including refillable jars, lipsticks and compacts featuring Woodacity® technology*.

Each piece is made of 100% ash or maple wood, sourced from sustainably-managed European forests. Quadpack's low-emission wood factory uses modern carving techniques that minimise material waste. Production scrap is repurposed as fuel for the facilities.

Senior Category Specialist Denisa Stircea comments: –BeautyWood 2026 is a tour de force in sustainable design and manufacture. Our wood experts integrate CNC carving with artisanal finishing, industrialising pure craftsmanship. The conceptual collection serves as inspiration to imagine new possibilities with wood. It's a modern tribute to touch that will appeal to luxury houses and niche brands looking for storytelling through package design.–

Browse our library of wood finishes.

Contact Details

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Feel inspired? Contact us to discuss how wood could tell your brand's story.

*Woodacity® technology comprises Quadpack's patented monomaterial closure systems that function without plastic or other secondary materials.

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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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INNOVATION CHECKLIST
BEAUTYWOOD
2026

- ✓ **DESIRABILITY**
Premium textures that evoke emotional connection
- ✓ **ADDED VALUE**
Bridging craftsmanship with industrial precision
- ✓ **EASE OF USE**
Ergonomic designs made for natural handling
- ✓ **SMART DESIGN**
Eco-design principles to prevent and reduce waste



 QUADPACK

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