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A stick for every beauty need

Quadpack's™ versatile stick packaging portfolio combines creative aesthetics, technical performance and sustainable characteristics to offer a stick solution for every beauty need.

Stick packaging is one of beauty's™ most enduring formats – and for good reason. Compact, intuitive and hygienic, sticks offer users a fuss-free application experience that fits seamlessly into modern lifestyles. From foundation and blush to suncare and targeted skincare, the format continues to evolve across categories, driven by demand for portability, convenience and minimalist selfcare rituals.

For beauty brands, sticks also provide a powerful combination of technical performance, sustainability potential and visual impact. Quadpack's™ portfolio has been designed to meet varying needs, offering formats that can adapt to different positioning strategies, from prestige to mass, with enormous potential for brand customisation.

“At Quadpack, we see sticks as one of the most versatile formats in beauty today,” says Mateia Crippa, Senior Category Specialist at Quadpack. “Consumers love the simplicity and sensoriality of the twist-and-swipe gesture, while brands appreciate the opportunities for sustainability and differentiation.”

Stick portfolio highlights

The latest star of the collection is Linea PP Panstick, a premium solution whose outer casing is made in Europe. Designed for elevated makeup experiences, it combines sleek aesthetics with reliable technical performance for complexion products such as foundation, contour and blush. Its clean lines and refined proportions create a sophisticated look, while a wide range of decoration techniques allow brands to tailor the pack to their identity.

For brands seeking even greater creative freedom, ShapeUp Stick opens up exciting possibilities. The formula is extruded in a personalised shape through a customisable design plate, to be swiped or stamped onto the skin. ShapeUp Stick offers outstanding opportunities for brand storytelling and shareable content that create memorable consumer experiences.

Sustainability remains central to innovation in stick packaging. Quadpack's™ Infinite PP Panstick, now also available in a refillable version, supports brands looking to reduce material consumption.

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without compromising convenience or premium appeal. Built with monomaterial PP components to facilitate recyclability, the pack aligns with growing demand for eco-designed solutions and refill systems that encourage repeated use.

All three solutions have been developed with airtight technology. Airtightness is a key requirement for today's high-performance stick formulas, not only helping to protect the product from air exposure, but also preventing it from drying out. Furthermore, it preserves texture, pay-off and overall formula stability throughout the product's lifetime. By combining airtight performance with a monomaterial PP structure, these stick solutions offer brands an effective balance between product protection, consumer experience and recyclability requirements.

Form, function & lasting appeal

The enduring popularity of sticks lies in their unique ability to combine practicality with pleasure. They are hygienic, portable and ideal for precise, mess-free application on the go. At the same time, their tactile, sensorial nature resonates with consumers seeking streamlined beauty routines that promote calm, simplicity and wellbeing.

As beauty formulations continue to evolve towards solid and low-water formats, Quadpack's stick portfolio demonstrates how packaging can support performance, sustainability and brand expression – proving there truly is a stick for every need.

All Quadpack stick packaging solutions come with a complete life-cycle assessment with comprehensive data on environmental impact.

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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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